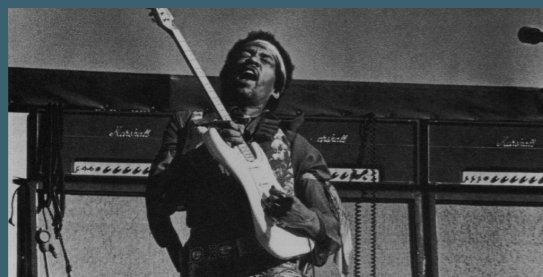


*Kati Parter*

*Year 2 - PDE  
Portfolio*

# Identity 2-1 - Focus Board

## Brand Identity



## Competition



## Values



## User Experience



**List 5 key identifiable characteristics and 5 user expectations/experiences for your brand/company – this is essential for your understanding and future application in phase 2.**

Identifiable Characteristics

1. Logo
2. Colour Scheme
3. Materials used
4. Design Language
5. Analogue Inputs

User Expectations/Experiences

1. Sound Quality
2. Build Quality
3. Reliability
4. Durability
5. Adjustability

**What brand values was the company trying to convey through these characteristics and design Language?**

- I would say that Marshall was trying to convey that they are a company with heritage and tradition, they have a strong connection to their British heritage, and their design language often reflects a classic and timeless aesthetic. The company's commitment to tradition is evident in the design of its amplifiers.

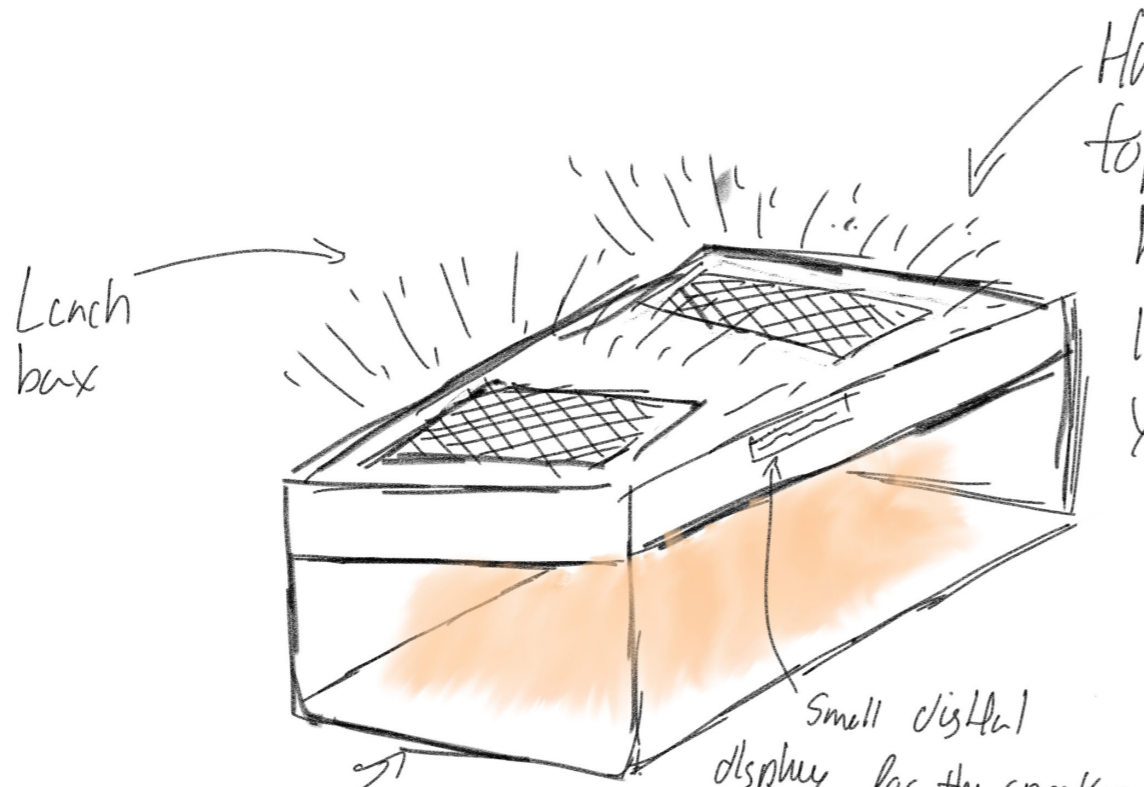
- With their quality and craftsmanship, Marshall is known for their high-quality products. The brand values, craftsmanship and attention to detail that goes into creating each piece. The use of premium materials and the focus on durability contribute to the perception of Marshall as a brand associated with quality.

- With their iconic branding, the Marshall logo featuring the stylised script with the brand name, is iconic and recognised worldwide. The consistent use of this logo across their product line contributes to a strong and cohesive brand identity.

- With their performance and power, Marshall amps are known for their powerful and dynamic performance. The design language often conveys a sense of strength and capability, reflecting the brand's commitment to delivering high-performance products.

The list above must be backed up with strong visual reference to the heritage, products, outputs and promotion of the brand. A Focus Board is a very helpful tool for this research activity. Your individual Focus Board must display the following areas – Brand Identity + Values/Competition/Context of Use/User Experience.

Idea Generation 2



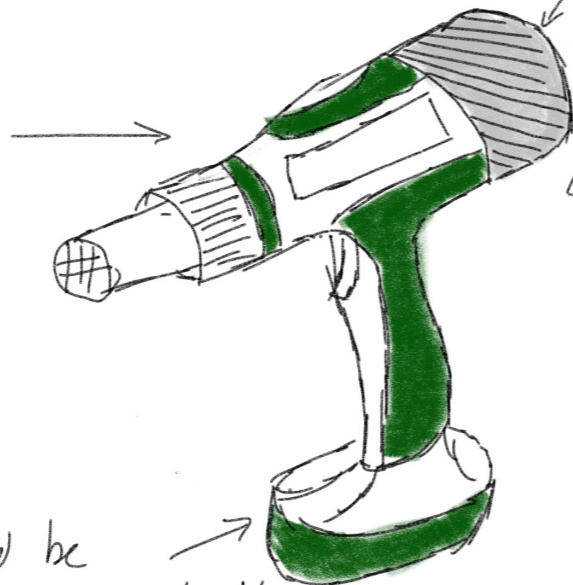
Lunch box

Having speakers on top of the lunch box so you can listen to music while you eat

Small digital display for the speakers and heating element

Heating element to heat up the food

Heat gun



This would be a speaker on the back of a regular heat gun so they could listen to music while using it

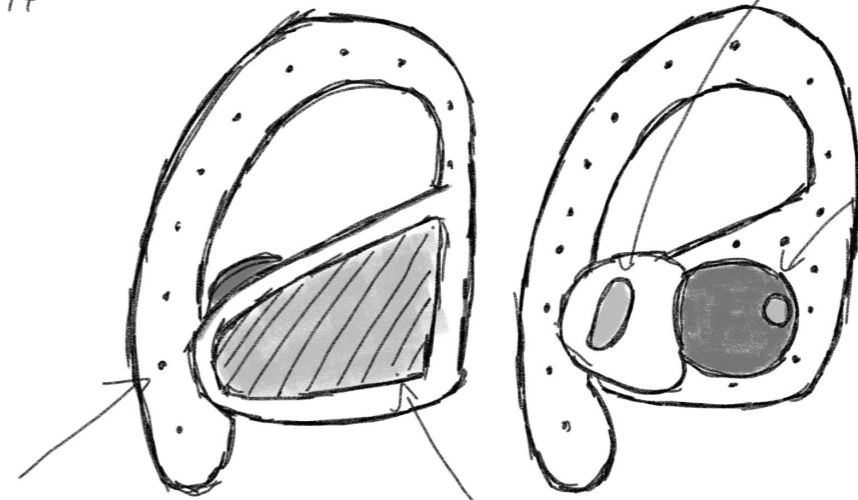
would be wireless with replaceable batteries so you wouldn't have to sit about and wait to charge

The idea is that it is a Marshall over the ears. It will have to mold the headphones or earbuds to the users ears



shaped like earcup  
uses the colors from Marshall

The idea is that these are wireless earphones that have an in-built heater and cooler in it



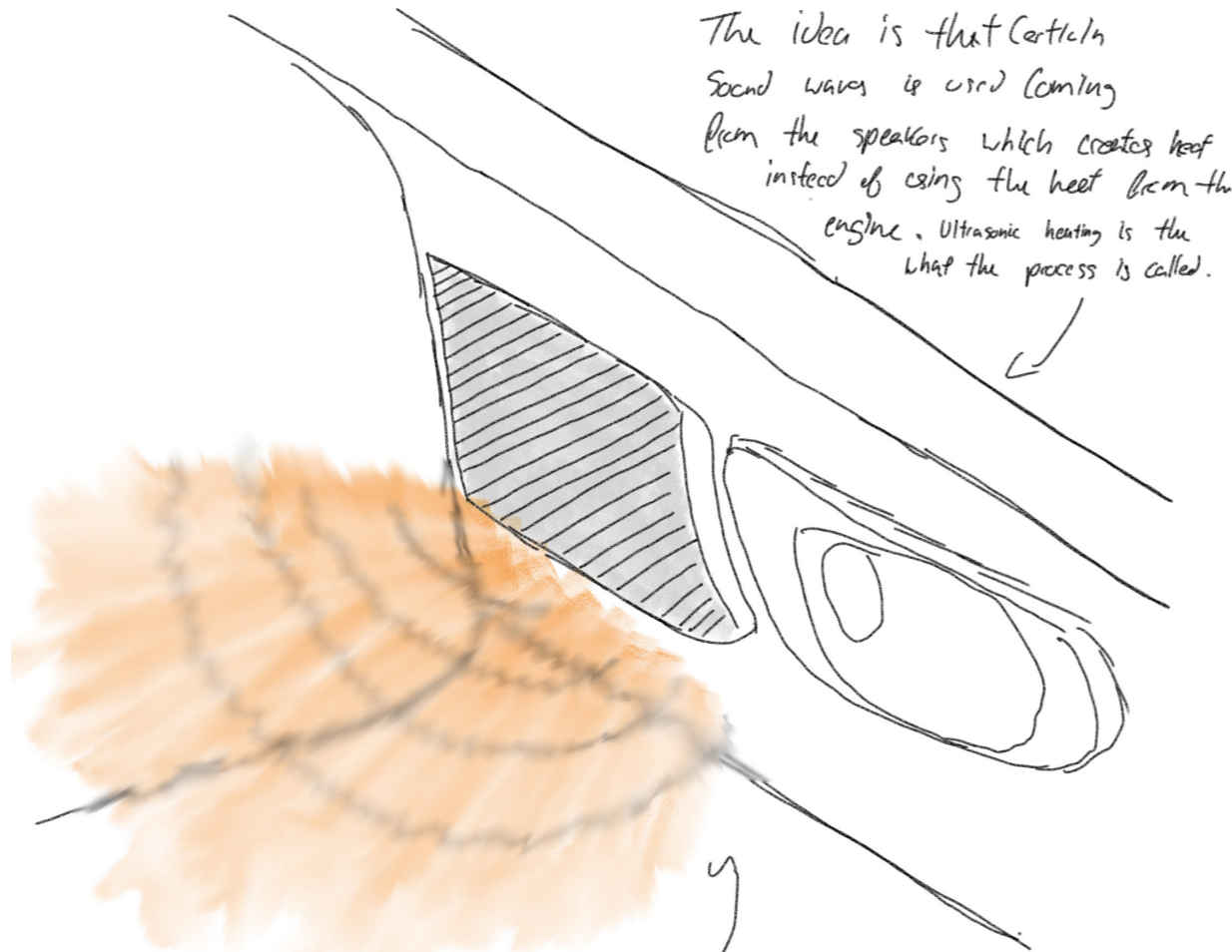
Sensor to see if in ear or not

adjustable ear tips

The holes are where the hot or cool air comes out

where the air will be sucked in from and where the heater and cooler is

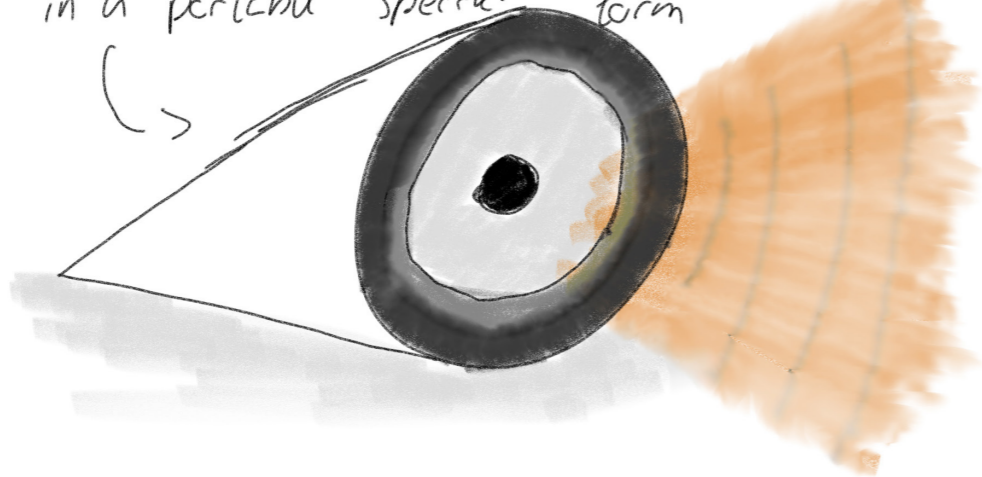
# Idea Generation 2



The idea is that certain sound waves is used coming from the speakers which creates heat instead of using the heat from the engine. Ultrasonic heating is the what the process is called.

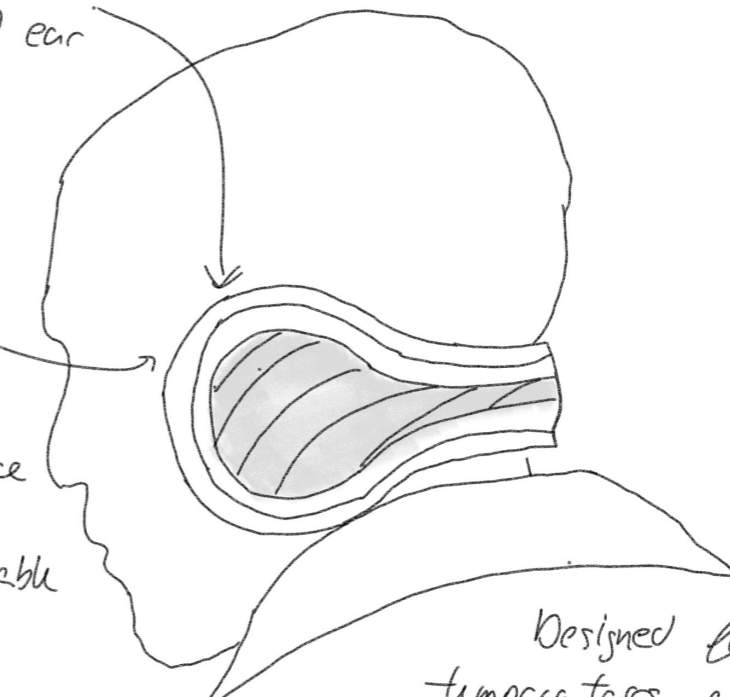
If should reduce weight of the car which should increase the efficiency of the car

This is the same concept but in a portable speaker form



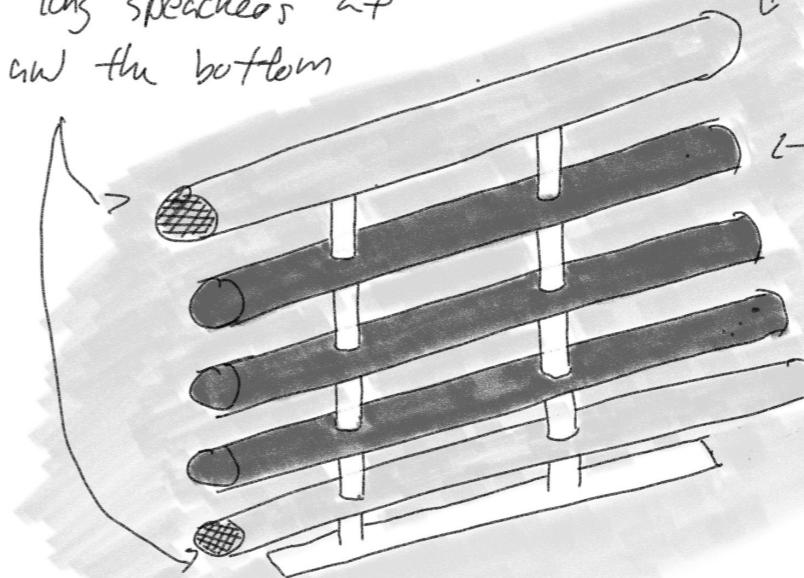
It is a combination of headphones and ear muffs

Would use ultrasonic heating so from the sound waves to produce heat to keep your ears warm but also be able to play music



Designed for low temperatures and can also be worn under a ski/snow board helmet

The idea of this is that it will be in a home and that it has 2 long speakers at the top and the bottom



uses heat proof materials

These are radiators and are used and connected like all normal radiators

If you had this all over your house you could connect them together

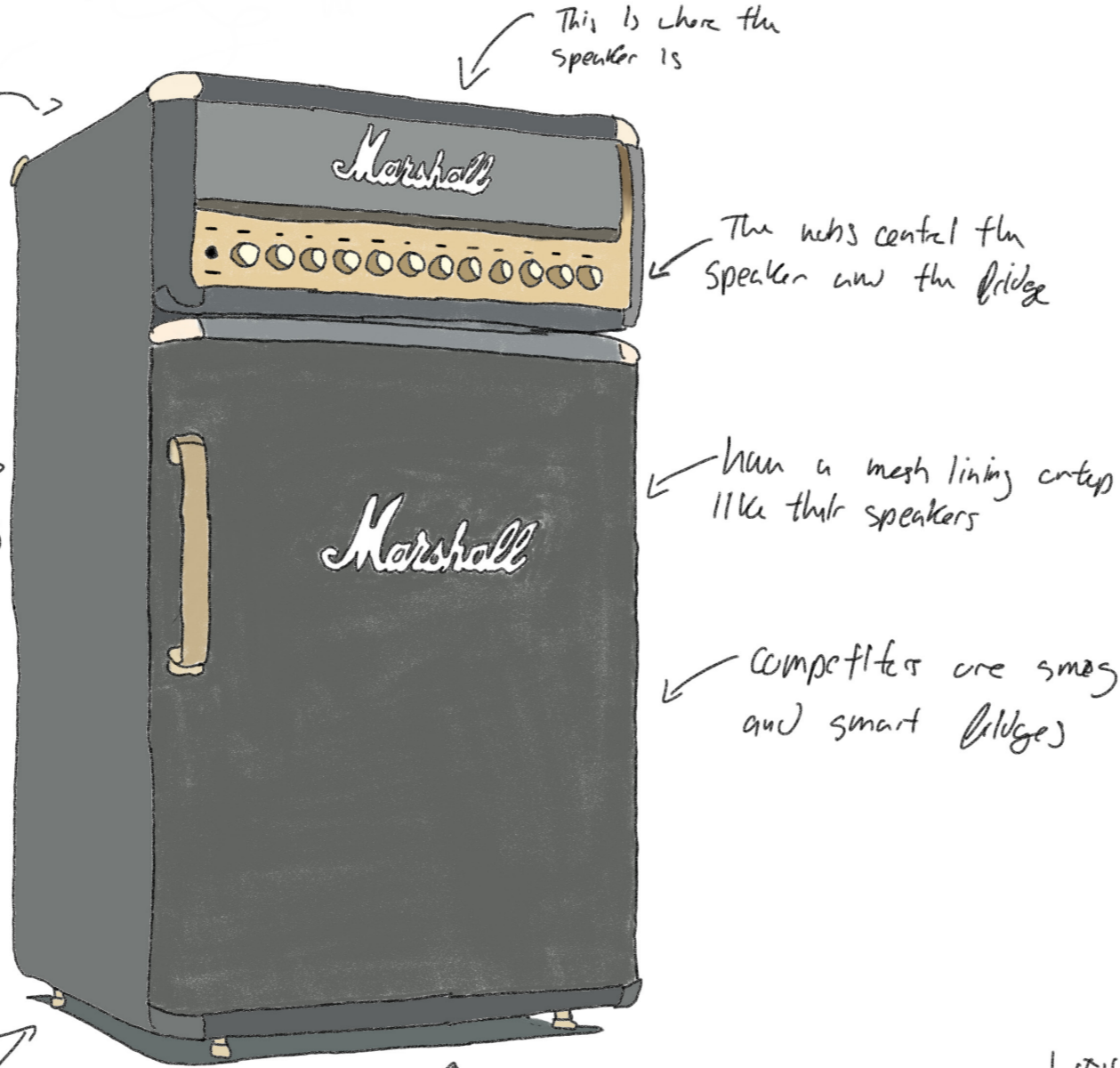
### Idea Generation 3

The idea of this is that it is a marshall inspired fridge that also has a marshall speaker on the top of the fridge

Could replace the sound system in your kitchen

The colours used are like the existing marshall products

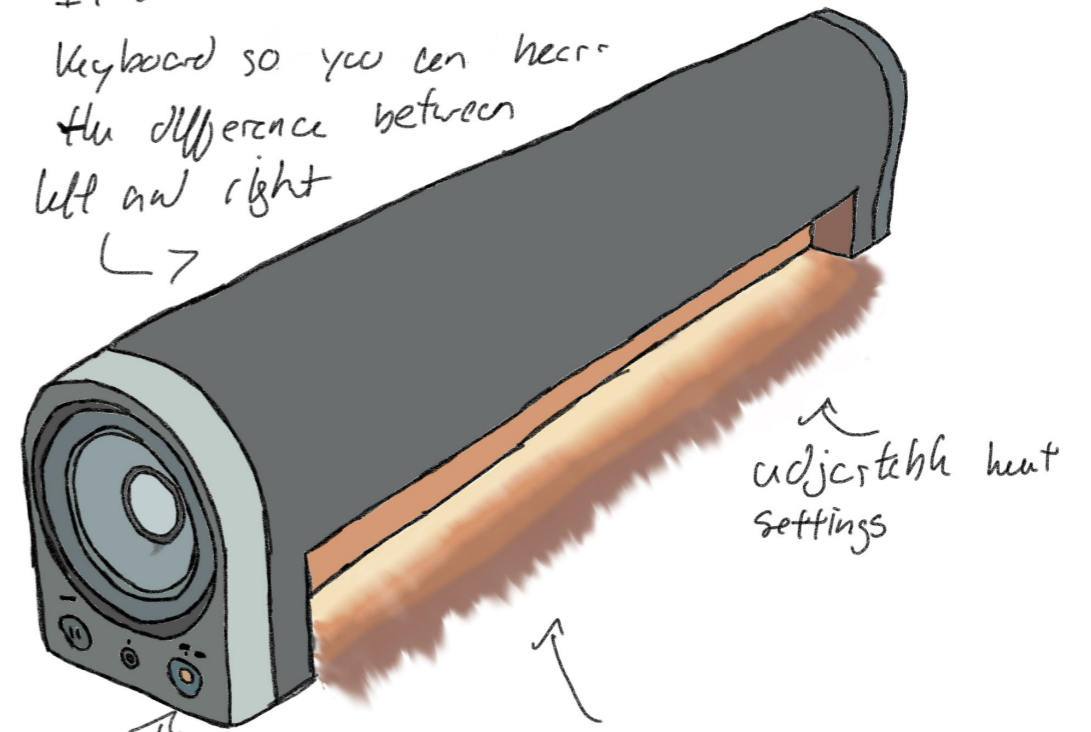
would have a freezer section at the bottom of the fridge



Has a high build quality like marshall products

The idea of this is that it is a bar desk speaker that is also a hand heater

It would be wider than a keyboard so you can hear the difference between left and right



would have a mesh design along the bar

designed to sit in front of a keyboard so it heats your hand whilst doing work or gaming

# Identity 2-2 - Design Journal 4

The boxy design of the fridge has taken inspiration for the form and shape of most of Marshall's amps

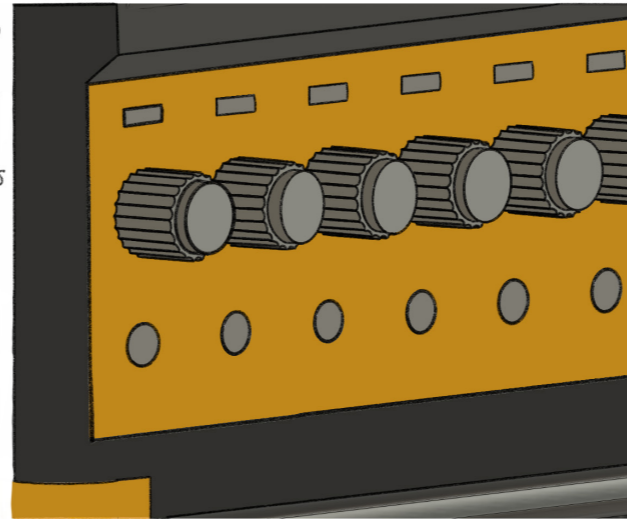


A full size fridge

Been covered in a black leather finish which has been made from plastic like mat of the Marshall amps

Small screens above each dial to show when adjusted

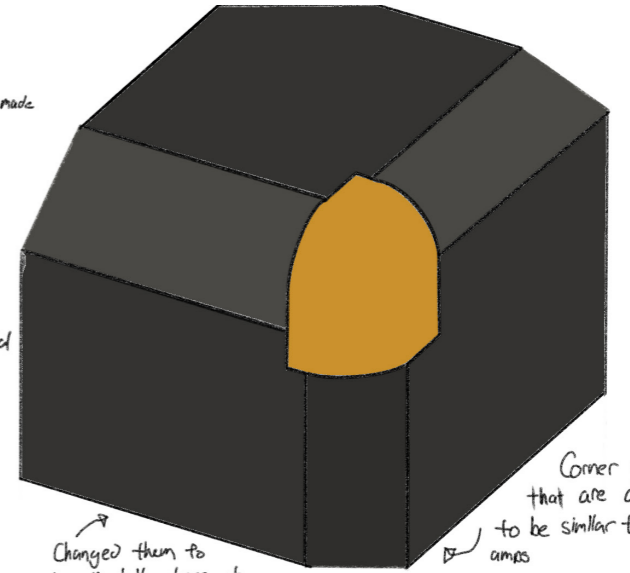
Similar to Marshall amps



High quality dials made from metal

Give an industrial feel

Able to adjust fridge and speaker settings

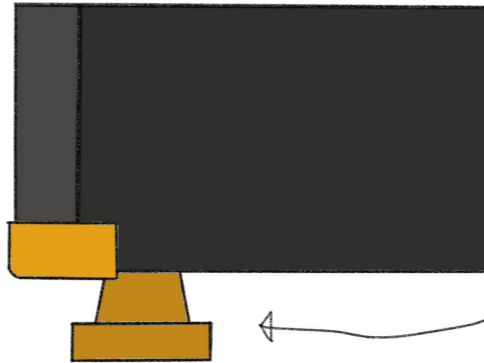


Changed them to be Marshall colours to make the fridge look less bland as it is mainly black

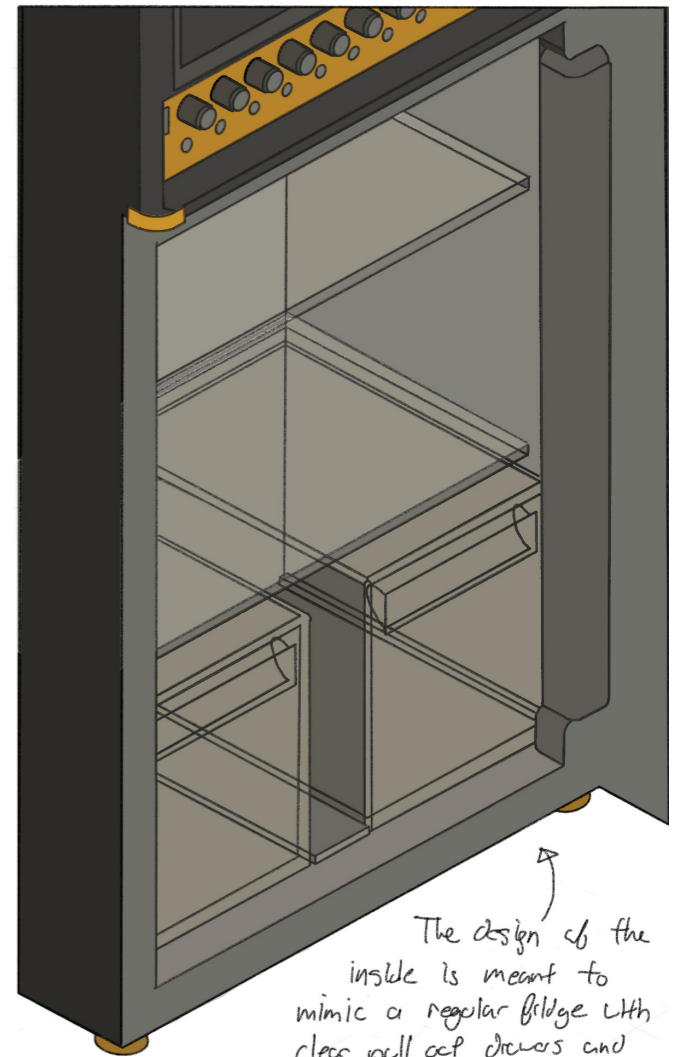
Corner covers that are designed to be similar to Marshall amps



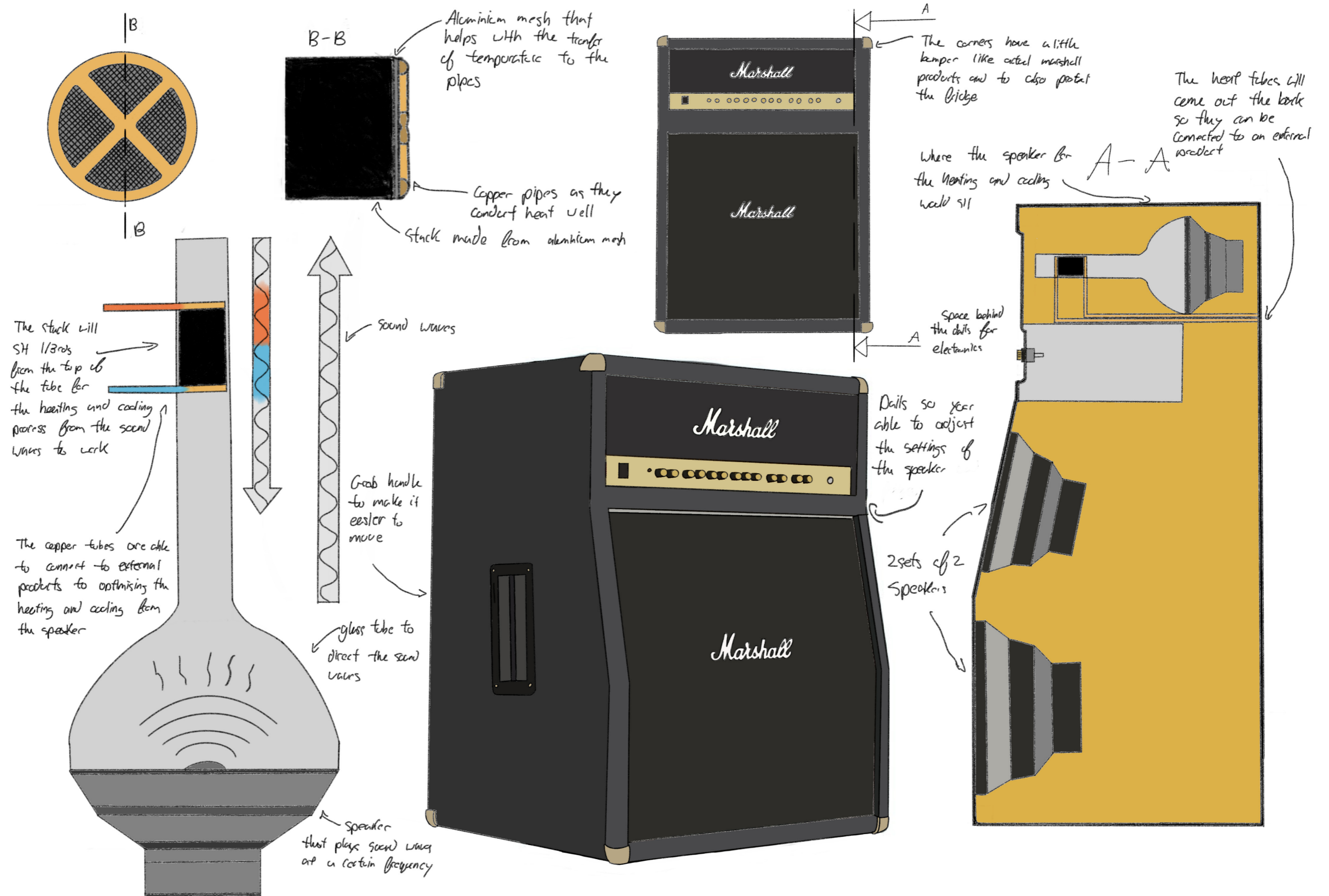
The design of the top end of the fridge is meant to look like a Marshall amp

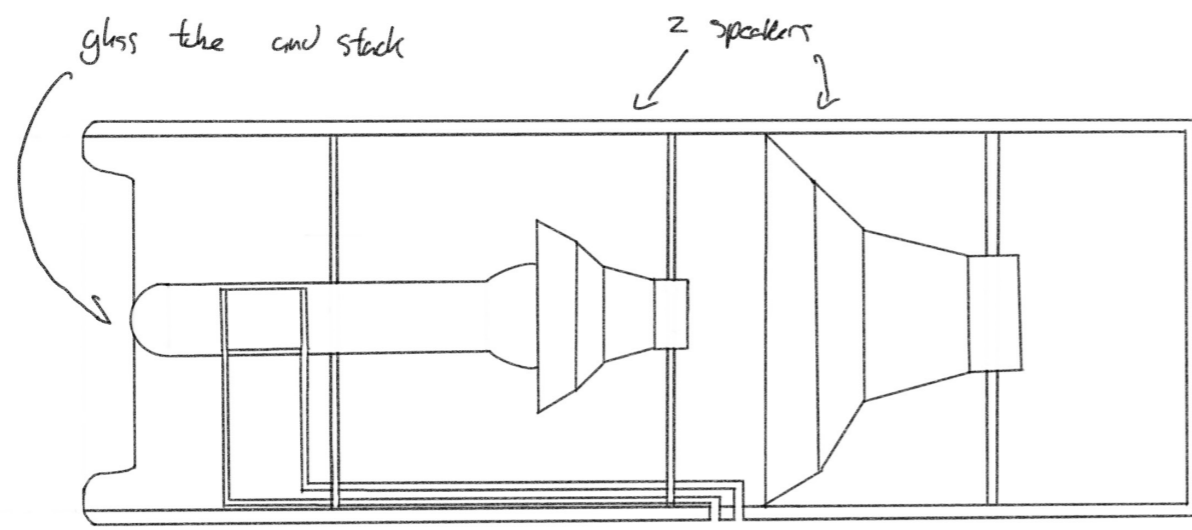


The design of the feet is meant to go along with Marshall's design language so it fits with the product



The design of the inside is meant to mimic a regular fridge with clear pull out drawers and shelves

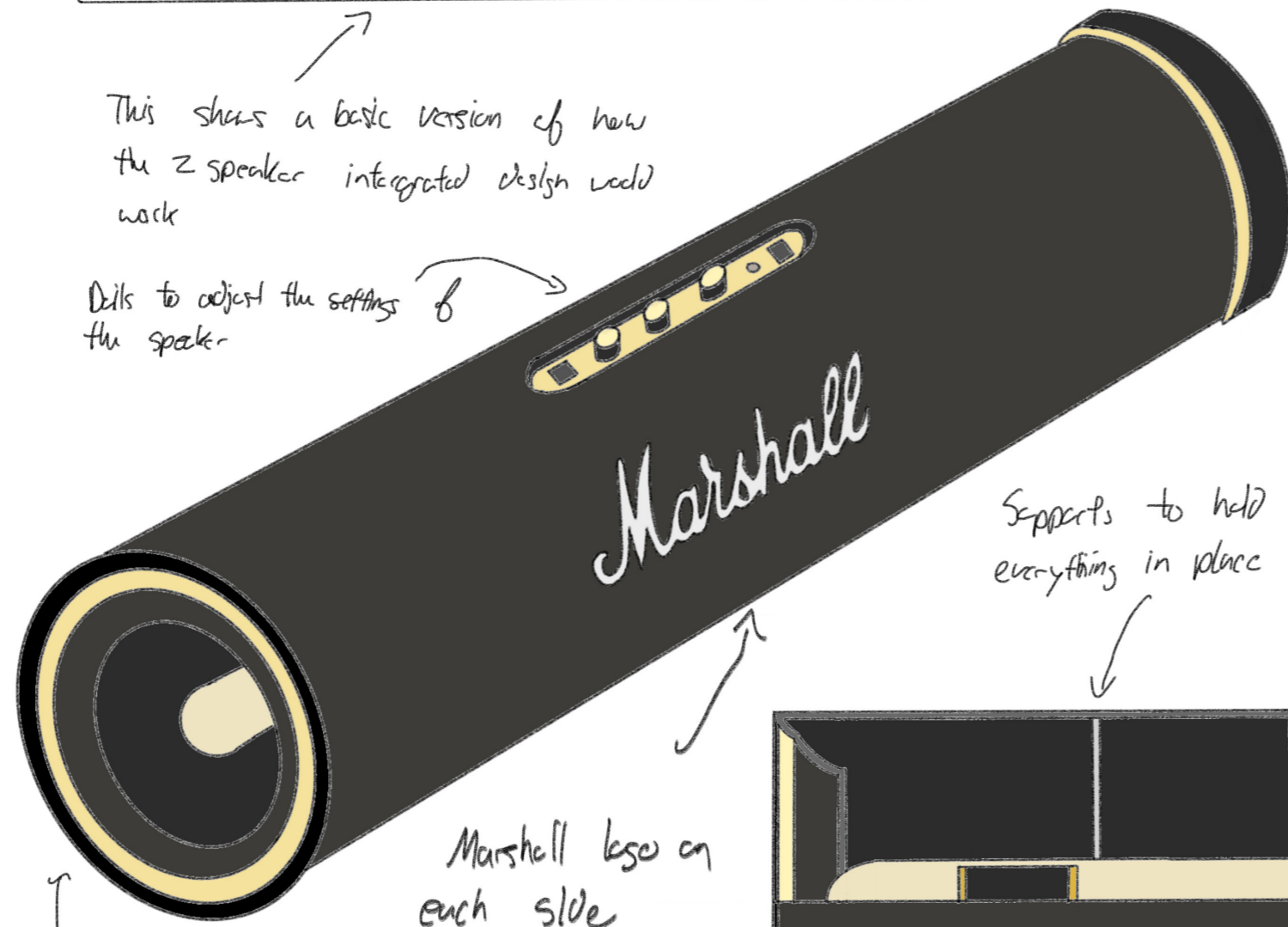




I have changed the design and now have designed an integrated design with 2 speakers.

This shows a basic version of how the 2 speaker integrated design would work

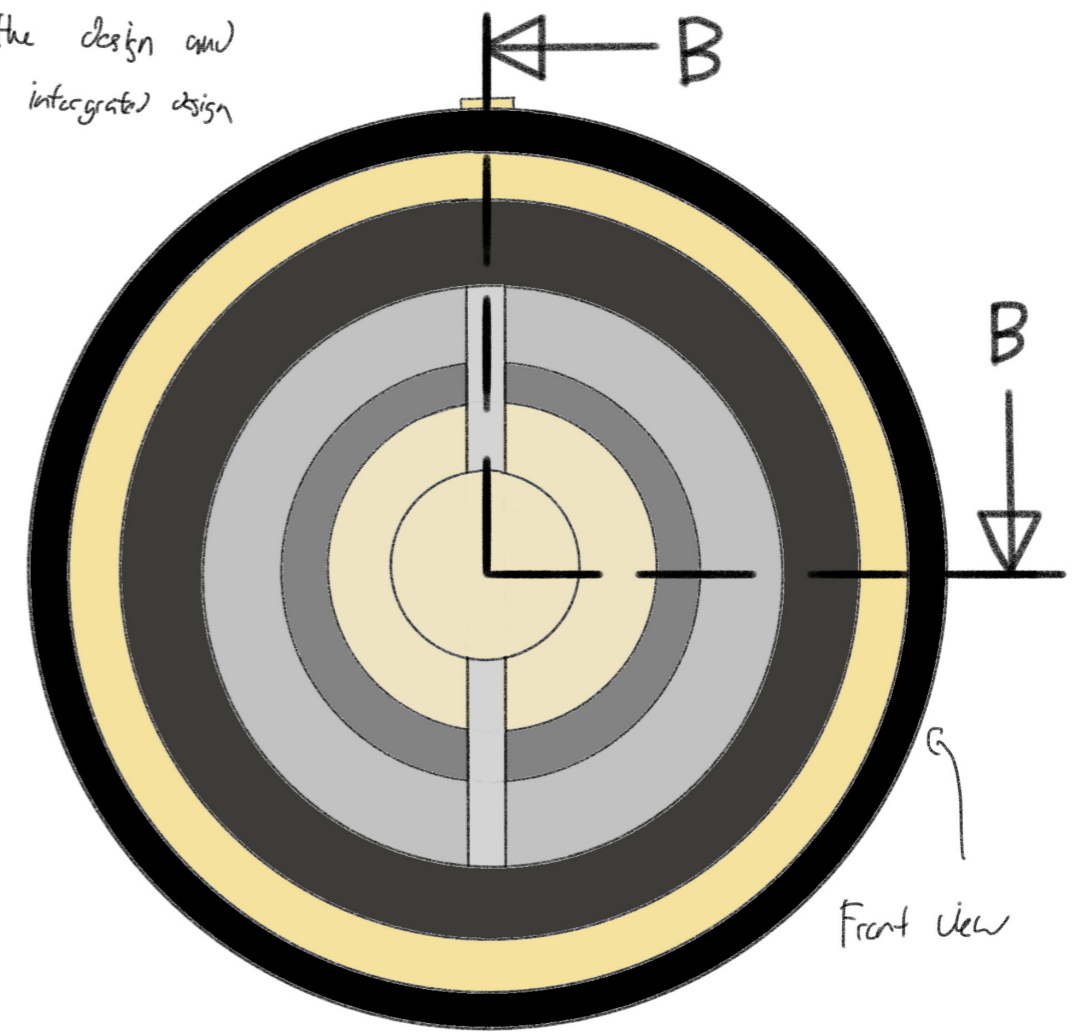
Dials to adjust the settings of the speaker



Gold ring to fit in with brand identity

Marshall logo on each side

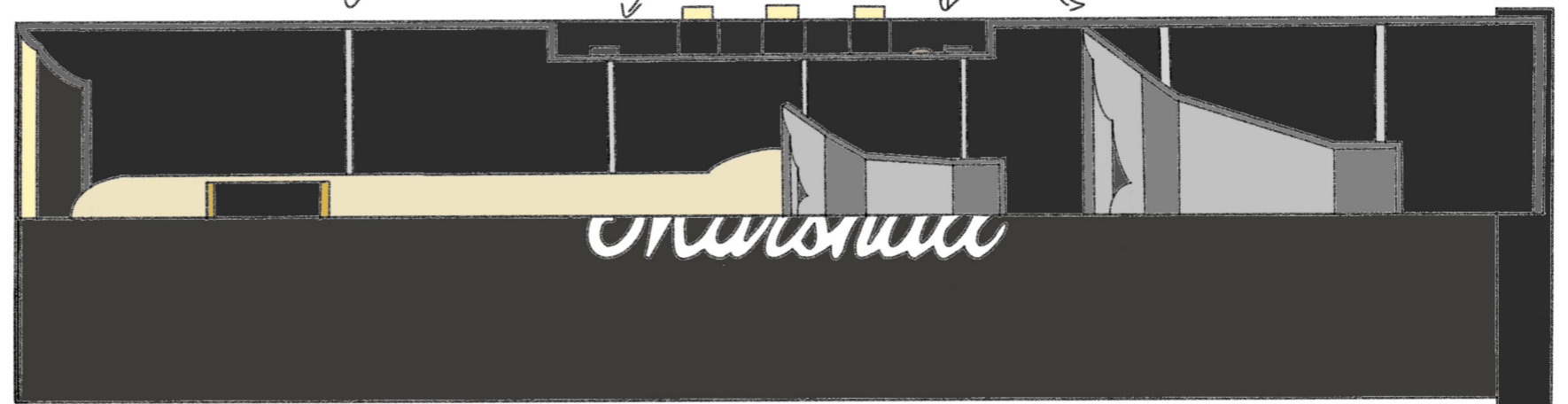
Supports to hold everything in place



B - B

Bottom to also adjust settings

Larger speaker at the back so the second wave can pass through



## Product Design Specification

### Aesthetics

**Colour** - Black, Grey and Gold

**Materials** - Leather, Stainless Steel, Ebonite, Glass, Copper, Aluminium, Polyamide, Polyester and Nylon

**Finish** - Pigmented, Glossy and Matte

**Appearance** - Quality Focused

**Brand Identity** -

### Characteristics

**Weight** - 17kg

**Product Dimensions** - 20 x 21 x 80 cm

**Packaging Dimensions** - 25 x 25 x 90 cm

**Power Cable Length** - 20m

**Spare Copper Tube Length** - 10m

**Controls** - Bass, Treble, Tilt, Middle and Volume

### Performance

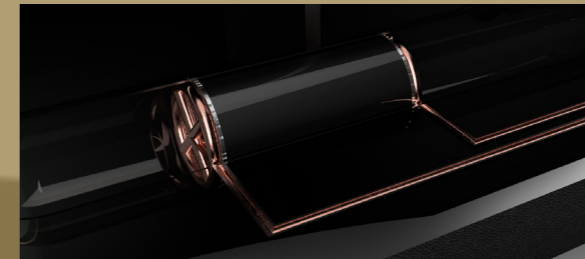
**Output Wattage** - 50W

**Speakers** - 12" Celestion G12N-60 Midnight 60



Kai Porter

The whole purpose of this product is the use the energy from the speaker to generate heat and also to cool. This speaker uses thermo-acoustic cooling and heating which uses the sound waves at a certain frequency from the speaker heats a coil inside a glass



This product utilises speaker energy to generate heat and cool using thermo-acoustic cooling and heating, using sound waves to heat a coil within a glass tube.



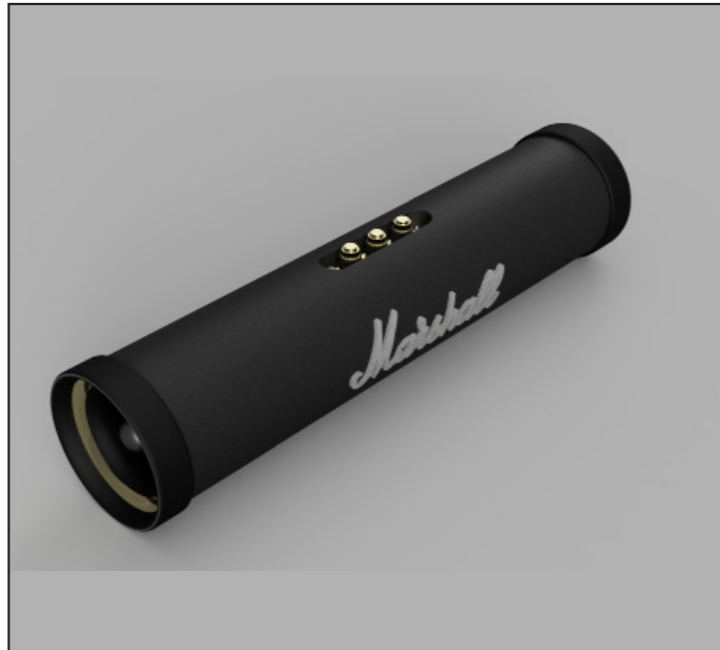
The image depicts two speakers, one smaller and one larger, designed to allow sound waves from the larger speaker to pass through and the smaller speaker used to heat and cool the coil aswell.



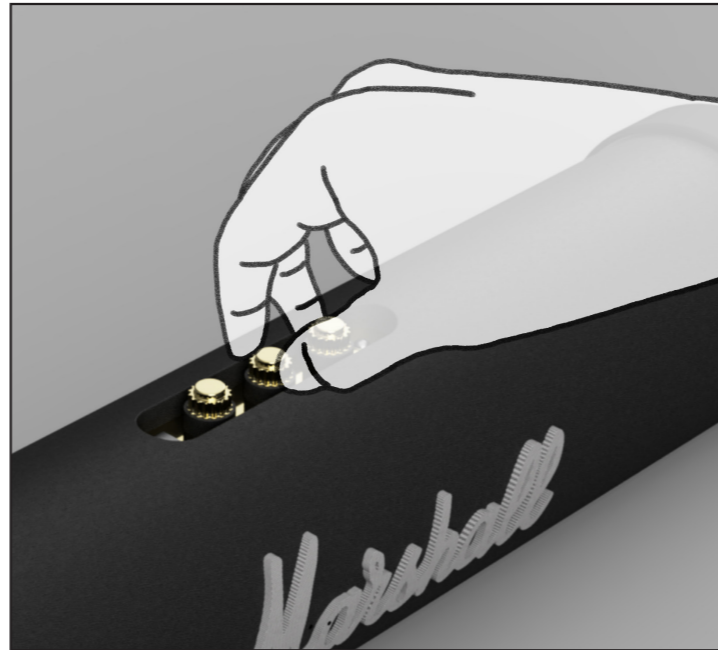
At the top of the speaker, I have added a couple of dails and buttons which allow the user to adjust the settings and preferences on it like the bass, treble and other settings like that.

Product

Marshall



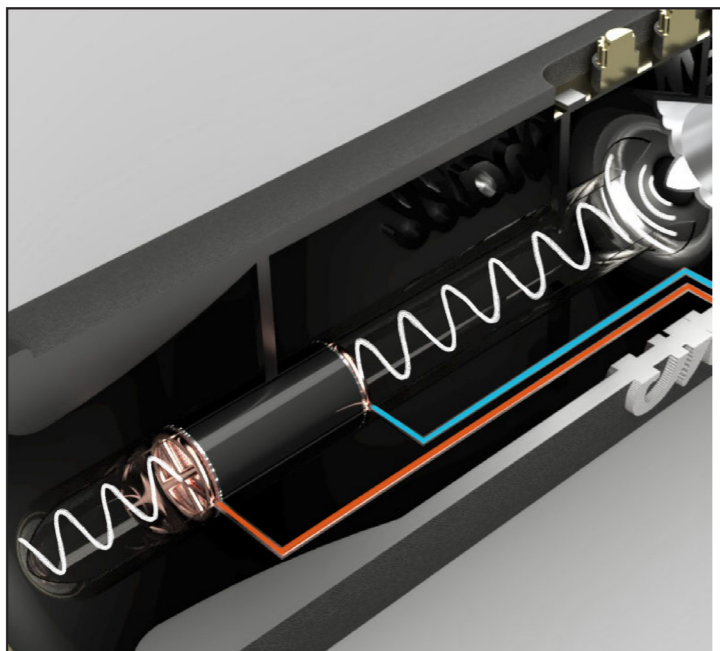
1. The product out of the box



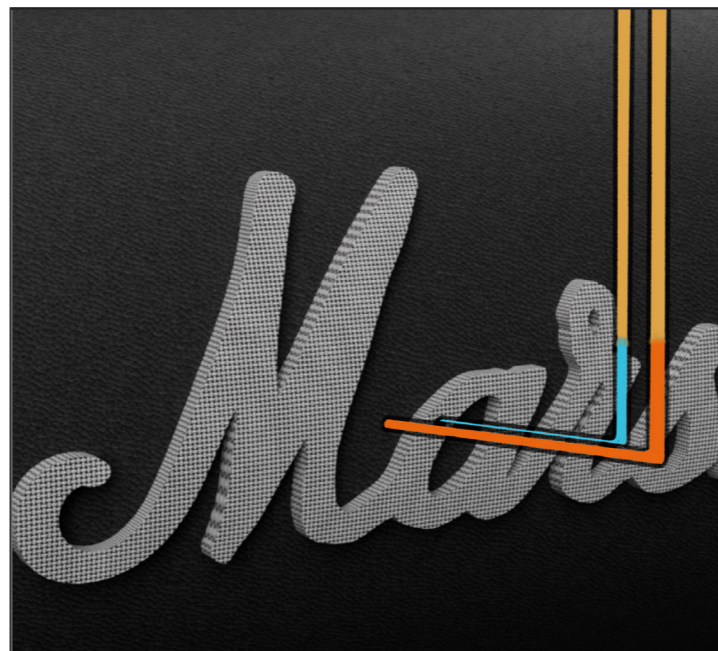
2. The user using the dails and buttons on the speaker to adjust the settings and preferences.



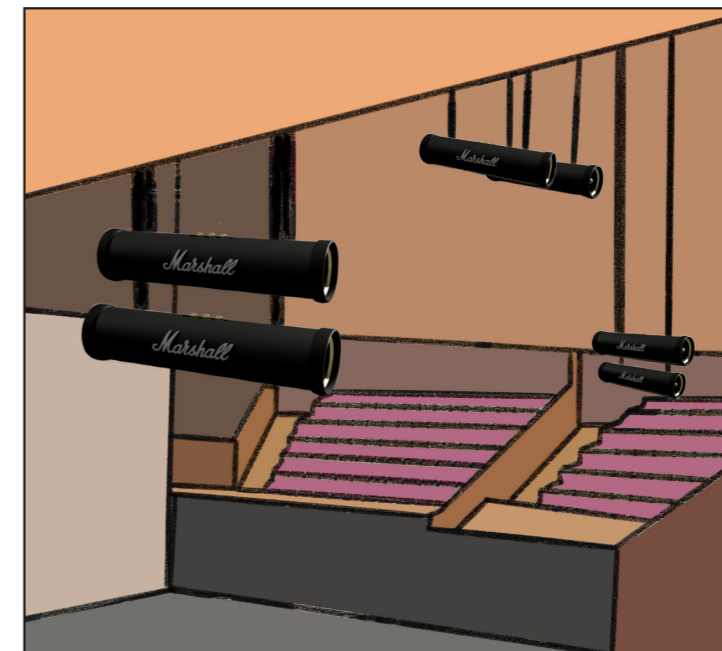
3. The user uses their device to connect to the speaker through bluetooth and is able to play music from their phone and adjust the settings of it.



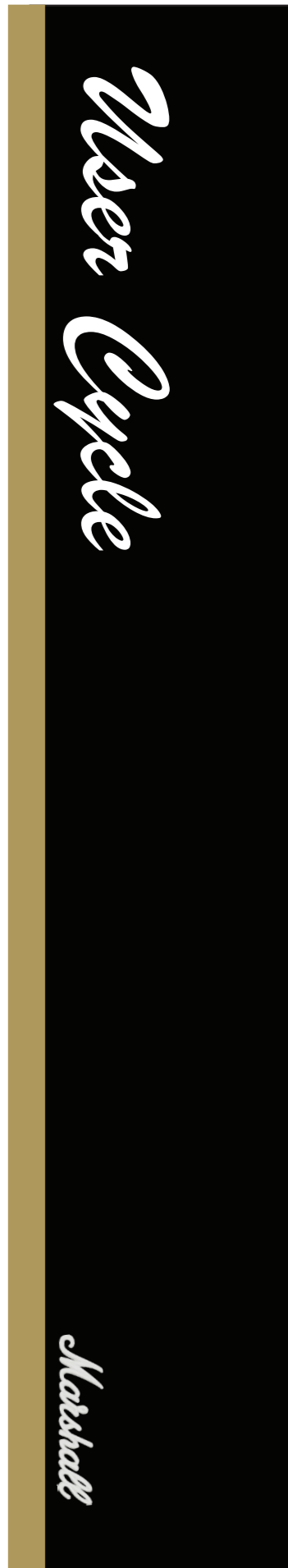
4. This shows how the speaker works from the inside when the user plays music through it.



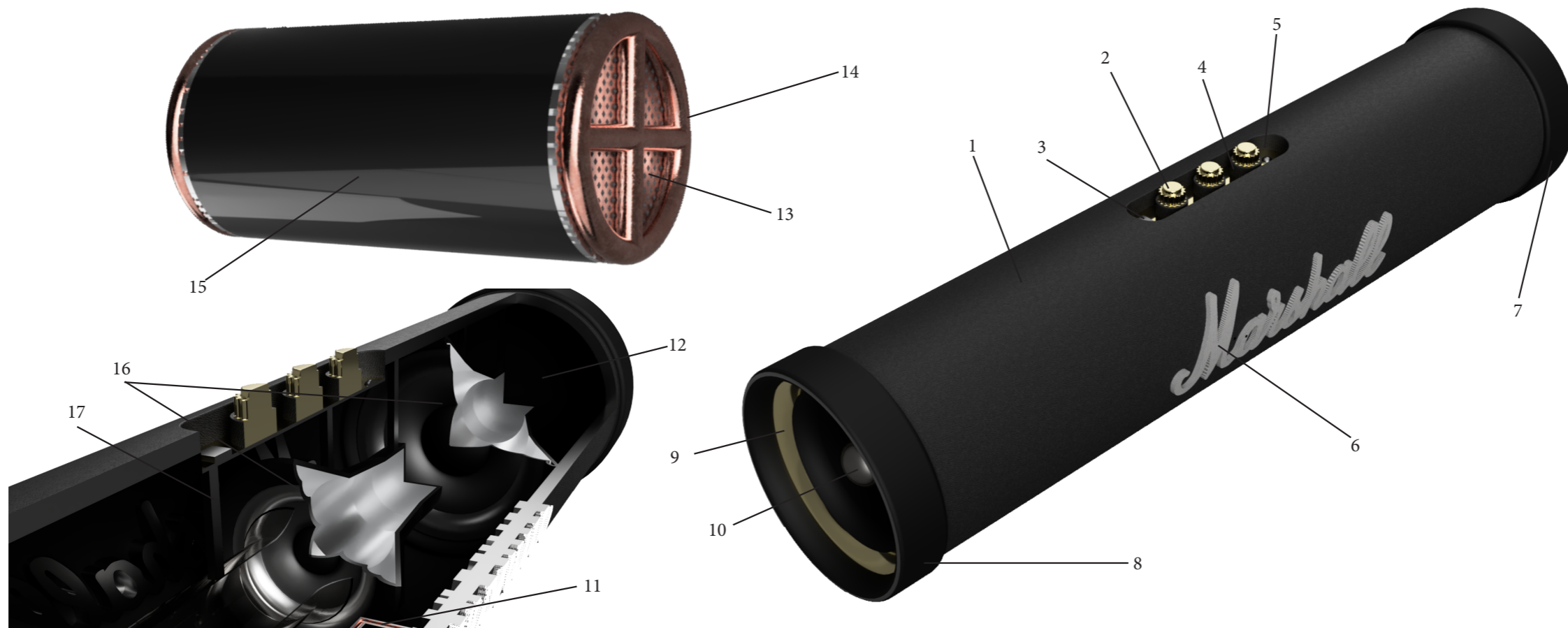
5. There are 2 holes on the side of the speaker which allows the user to connect 2 pipes to the heating and cooling system so they can heat or cool the environment that it is being used in.



6. The product placed into its environment.



Part Number	Part Name	Material	Manufacturing Process
1.	Outer Shell	Black leather	Cleaning, Tanning, Dyeing, and Finishing
2.	Top Part of Dail	Stainless Steel	Melting and Casting
3.	Button 1	Stainless Steel	Melting and Casting
4.	Bottom Part of Dail	Stainless Steel	Melting and Casting
5.	Button 2	Stainless Steel	Melting and Casting
6.	Logo	Polyester and Nylon	Injection Molding
7.	Bumper Ring 1	Ebonite	Compression Molding
8.	Bumper Ring 2	Ebonite	Compression Molding
9.	Gold Ring	Aluminium	Die casting
10.	Glass Tube	Glass	Kiln casting
11.	Copper Tubes	Copper	Extrusion
12.	Inner Shell	Polyamide	Injection Molding
13.	Mesh	Aluminium	Die casting
14.	Copper Ring	Copper	Extrusion
15.	Stack	Steel wool	Drawing
16.	Both speakers	Aluminum, Steel, Plastic, Foam, Rubber, Ferrite, Neodymium and Paper	Milling, Die Casting, Injection Molding, Stamping and Winding
17.	Supports	Polyamide	Injection Molding



*Materials & Manufacturing*  
Marshall

# BRAD SPEL



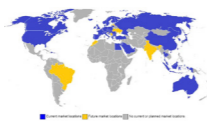
## Materials

Where it's sourced

The materials sourced for IKEA are typically sustainably sourced. Fibreboard which is often used in furniture manufacturing is engineered wood, made from wood fibres bonded together with adhesives. The wood used for manufacture is sourced from responsibly managed forests certified by organizations such as the (FSC). In addition to this, IKEA also incorporates, where possible, recycled wood fibres. This helps to reduce the demand for virgin wood and minimizes waste.

The shelving of our item is made from MDF which is also manufactured by bonding wood fibres with adhesives under heat and pressure. The types of adhesives used can affect the environmental friendliness of the product. Formaldehyde-based adhesives emit harmful volatile organic compounds.

IKEA has made efforts to reduce or even eliminate formaldehyde in their products in order to meet new sustainability goals and meet self set requirements for environmental responsibility. This cannot be guaranteed for our item as we are unsure of the date of its original purchase and therefore may have an impact on the decomposition of the material.



Locations of wood sources



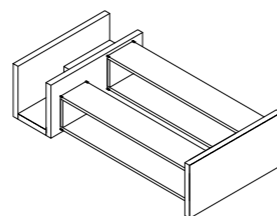
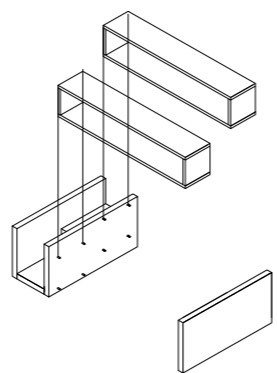
The embodied carbon and carbon footprint of the materials can be associated with the sourcing as well as the transportation to the manufacturing facility. For its galvanised steel, IKEA's supplier is 'Baosteel Australia Mining' which is transported through cargo vessels which although pollutant, the vast tonnage supported means that overall the CO2 is lower than alternative transports.

Embodied carbon Billy bookcase Embodied carbon CD rack

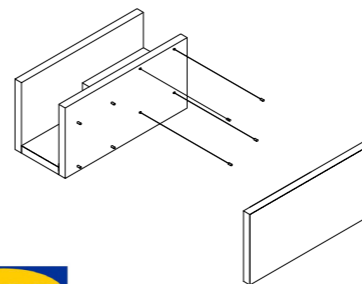
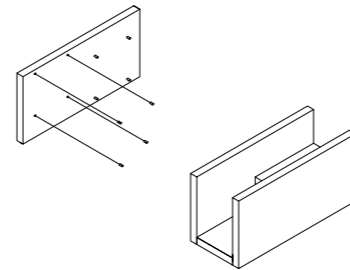
Wood Fibre Board	-0.5 kg CO2eq	MDF	-14kg CO2eq
MDF	-13.9kg CO2eq	Galvanised Steel	-0.7kg CO2eq
Galvanised Steel	-0.5kg CO2eq		
Oak Tree	-0.0kg CO2eq		
PE film	-0.3kg CO2eq		
Paint, matte	-0.8kg CO2eq		
EDPM foil	-0.0kg CO2eq		
	-12.8kg CO2eq		



8



7



## End Of Life

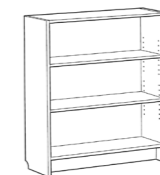
IKEA have introduced a scheme in order to prevent waste which allows those who have purchased an IKEA item to re sell it back to them in return for store credit. There are several requirements in which the item would have to meet such as being fully assembled, structurally sound and with minimal wear and tear. For items such as the CD rack, this would be an option to reduce waste, extend the lifespan of the products and to minimize environmental impact.



The construction of our product has allowed for it to be easily deconstructed in order to repurpose the materials. When originally acquired, it was also easily dismantled allowing for us to be able to create a new product with very limited waste.

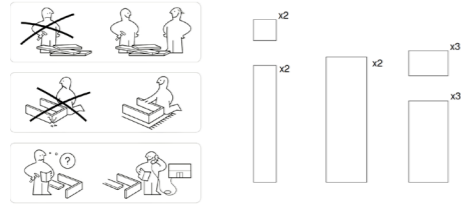
The materials of our items consist of mostly MDF and Fibreboard. These can both be recycled or reused depending on how it has been maintained and the local waste management infrastructure. Recycling the material typically involved shredding or grinding the material into wood fibres in order to manufacture new fibreboard products. This would be a good alternative for our item as the condition in which we acquired it means it would be less suitable for repurposing or reusing the same item.

Due to the second hand nature of the item we are not entirely certain that all components, such as certain screws, are manufactured to the same standard as those from IKEA. However, these screws used are still recyclable and would go through the same process in order to be reused.

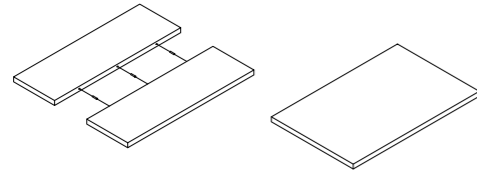


As we aren't able to confirm if the product uses formaldehyde-based adhesive there is a chance that it will make it slightly less environmentally friendly to recycle. However, it is still possible and will not cause the same emissions or overall environmental waste as it would if it was to be incinerated as a waste-to-energy option.

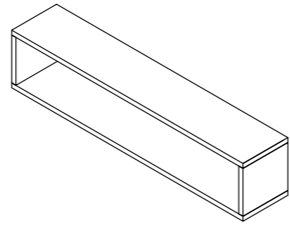
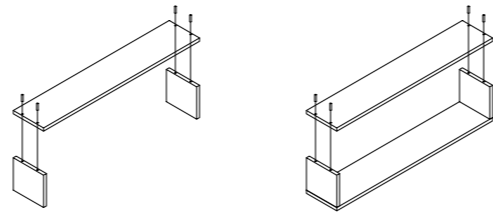




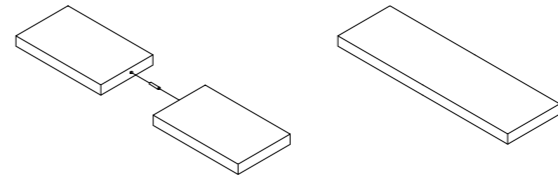
1



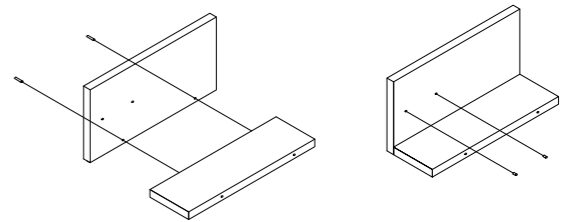
6



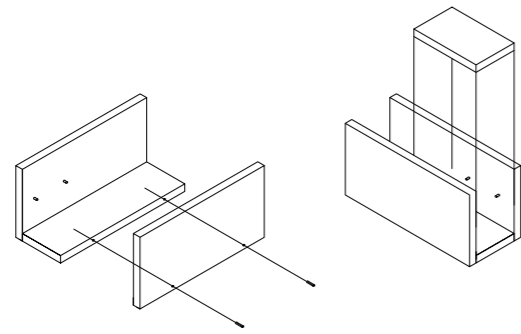
3



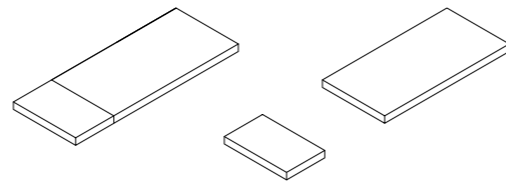
4



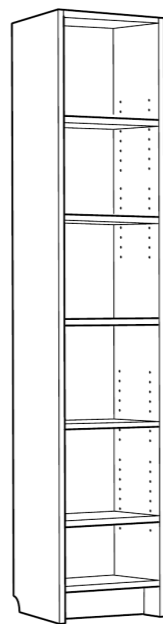
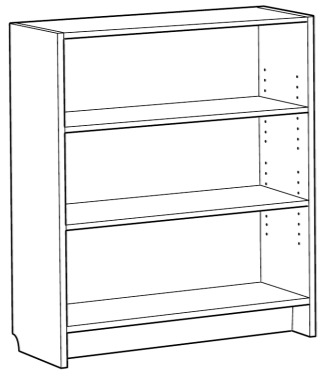
5



2



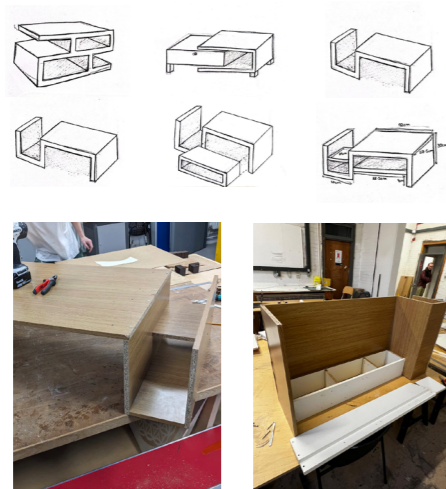
# BILLY



## Design Process

The two items we acquired were in good condition and easily dismantled. In order to launch our creative process, we dismantled the items and took pictures in order to be able to properly assess the size and capability of our materials before we began experimenting with ideas. The condition and type of item allowed us to brainstorm with the simple shapes given to us and gave us a clean slate for creativity.

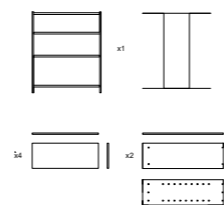
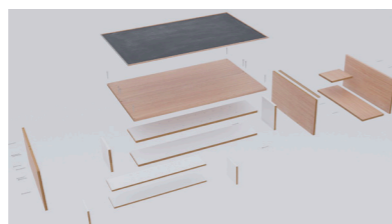
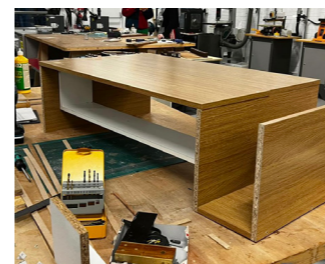
The materials provided us with a solid base and a starting point to begin brainstorming ideas as we now had a wider perspective on the strengths and limits of the item. We were able to agree on wanting a statement piece of furniture which could also be multi-use. As the item was second hand, we thought it to be practical to create a coffee table which would serve as multi-purpose in order to make the most of an already shortened lifespan product.



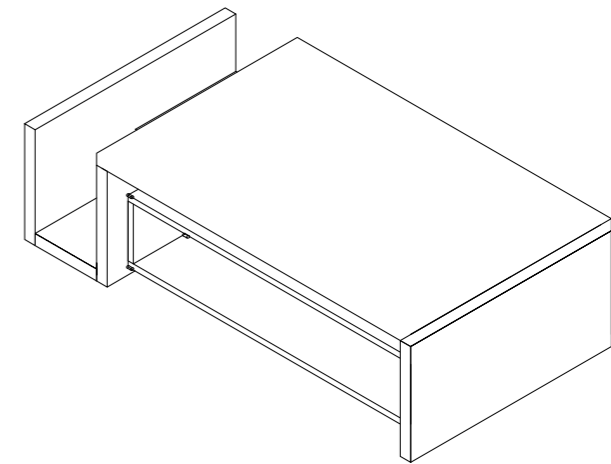
Our first iteration of the product served the purpose of a coffee table with minimal storage but lacked creativity and didn't convey the multi-use purpose we wanted to communicate in order to allow for a space and atmosphere that changes depending on the use of the table.

The easy dismantle of the original products allowed us to be able to experiment with minimal waste and we therefore decided to create detachable compartments under the table. As well as this, to add a chalkboard to half of the top in order to create a dynamic and multi-use product which can be used by multiple demographics in a convivial setting.

The name of the item is Bradspel which translates to 'game table.' Although labeled, it isn't confined to the use of only being for games. Instead we chose this name as a way to encourage the person using it to explore its uses and potential.



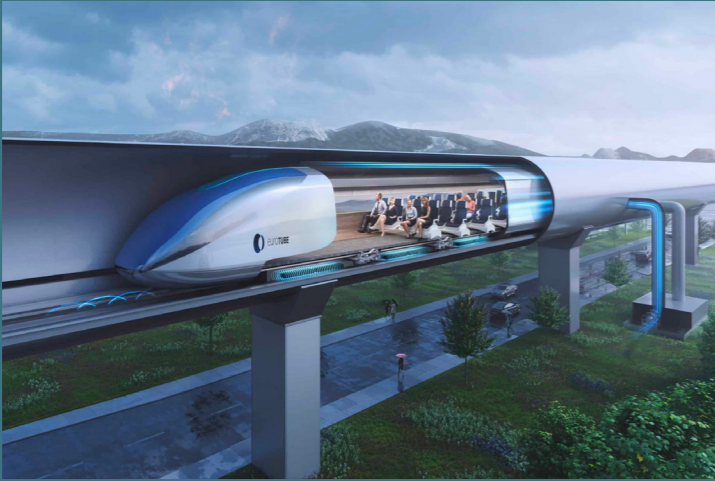
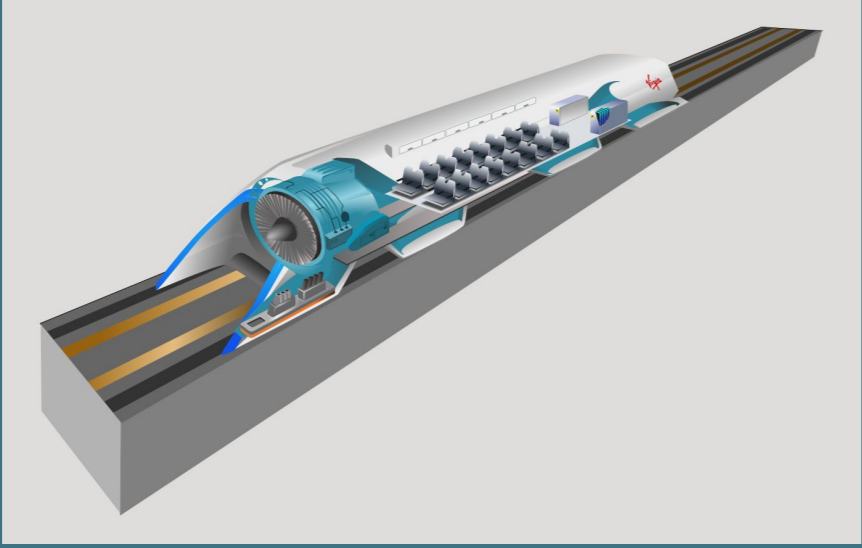
# BRADSPHEL

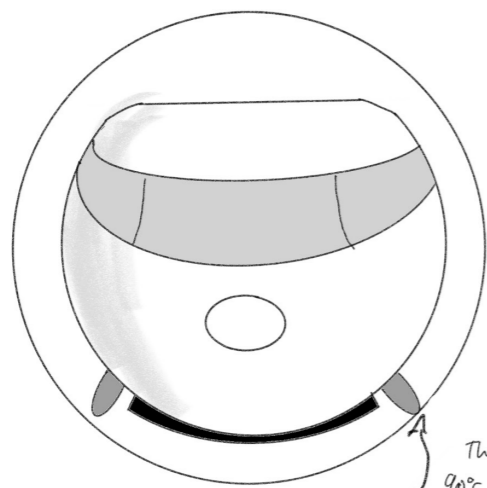


## TEAM 12

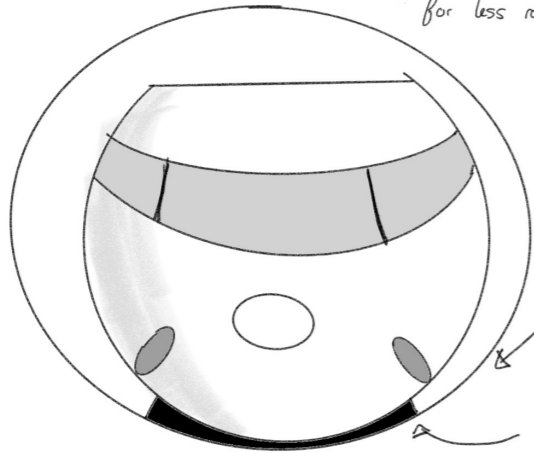
Alanya Price, Declan Connely, Finlay Goddard, James Fallan, Kai Porter, Siobhan Dornan, Daniel Gallagher, Salma Khan, Jancer Jingjing

# Hypertetical - Focus Board



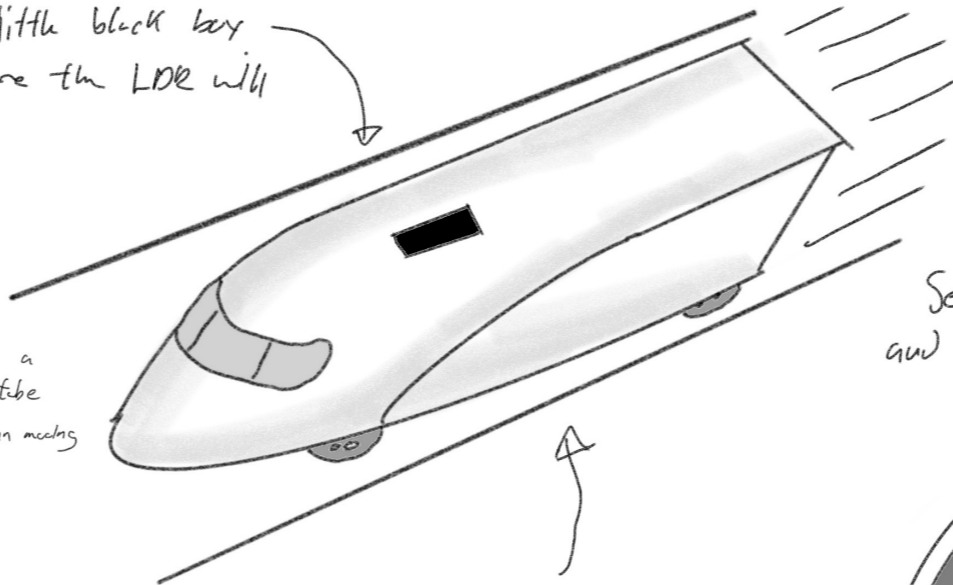


These wheels are at a 90° angle to the tube for less rolling friction when moving



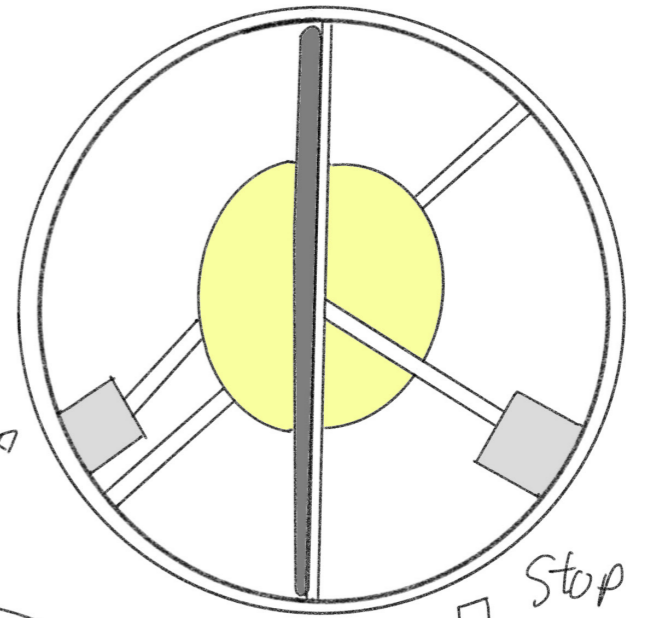
Where the wheels will pop in  
The rubber filament to stop it

The little black box is where the LDR will sit

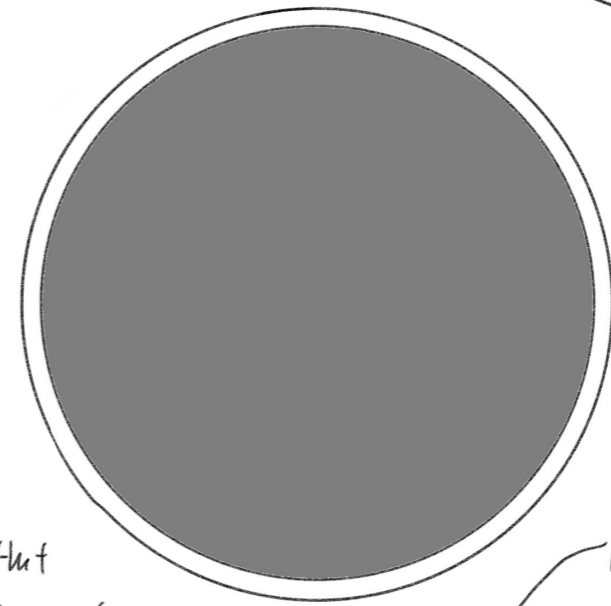


The LDR will decide when to pull or drop the wheels

Servo to open and close the flaps

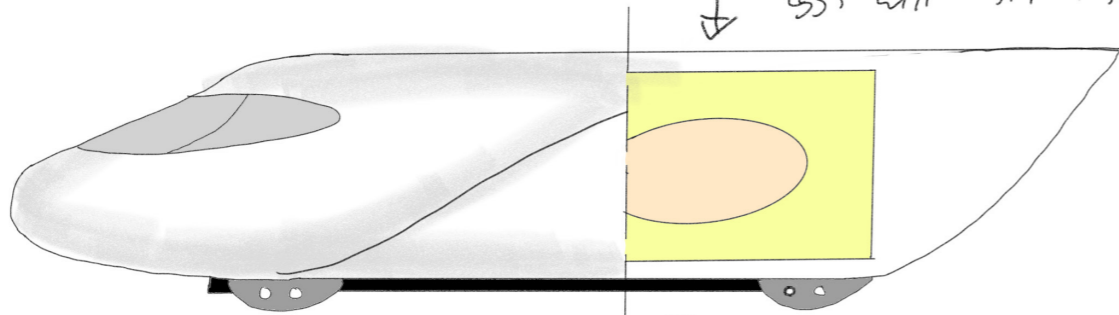


Stop



Front view through the tube of what it will look like  
GO

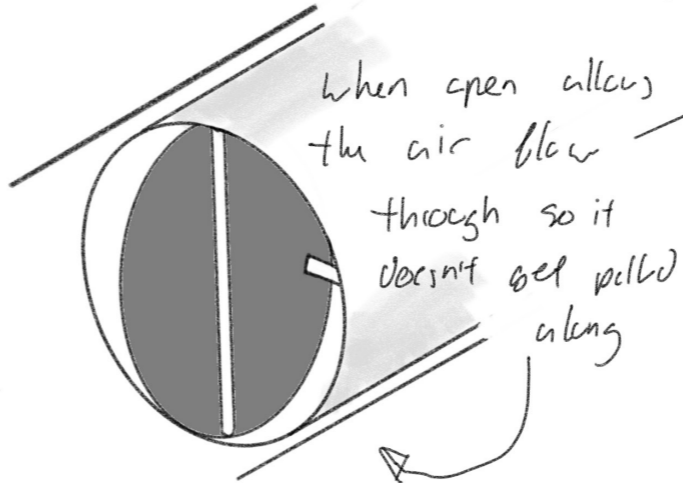
This is how both of the eggs will sit inside



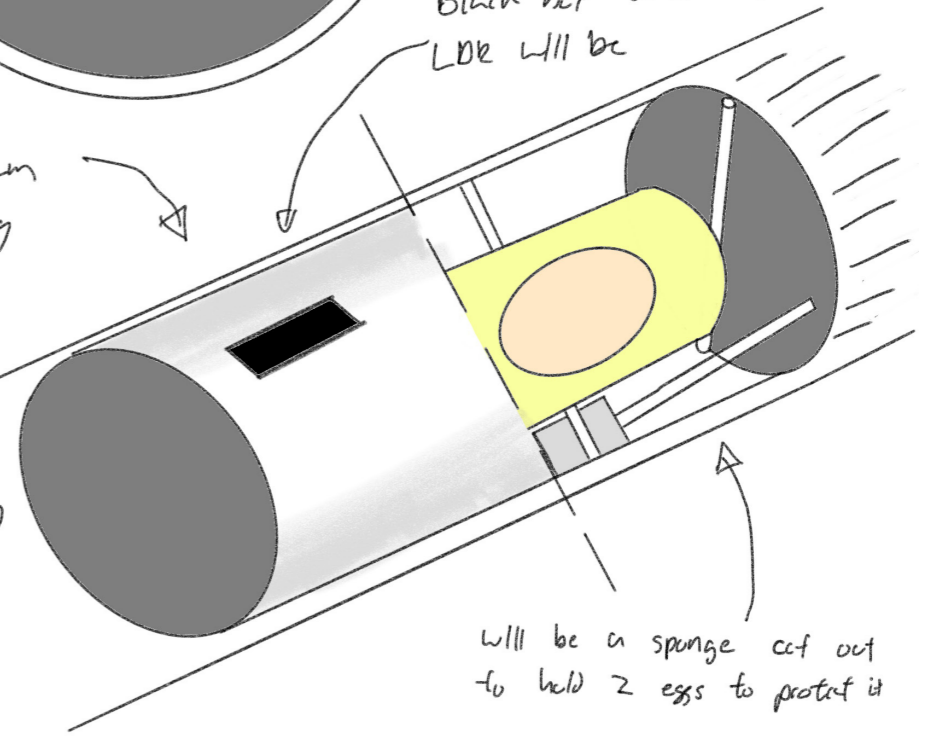
This is made from rubber

The idea is that when closed it will create a seal so it creates a vacuum so it can be pulled along

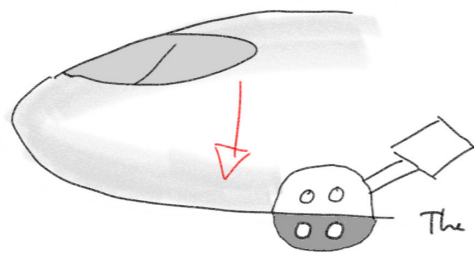
When open allows the air flow through so it doesn't get pulled along



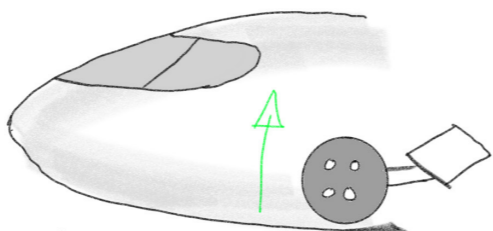
Black box where the LDR will be

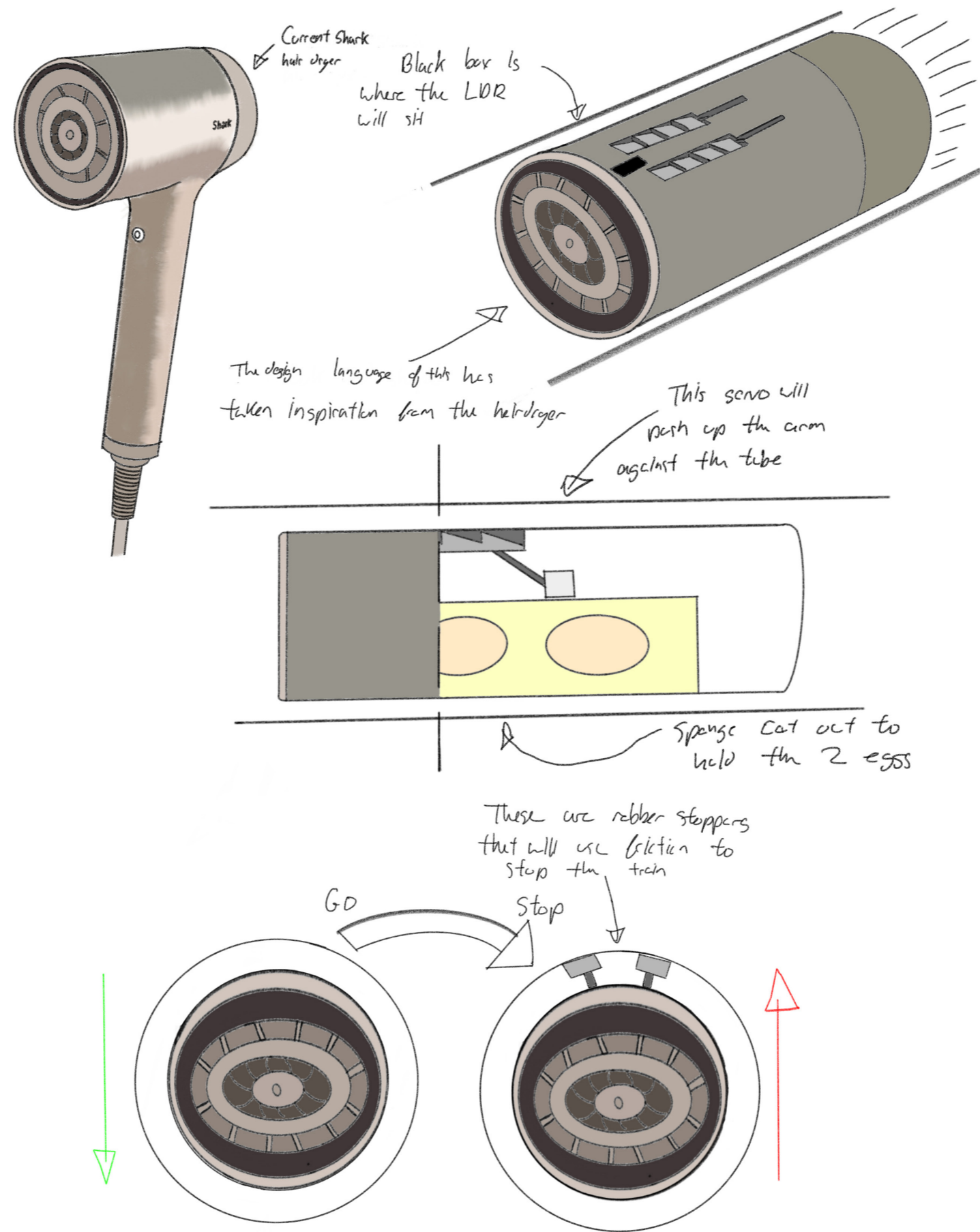


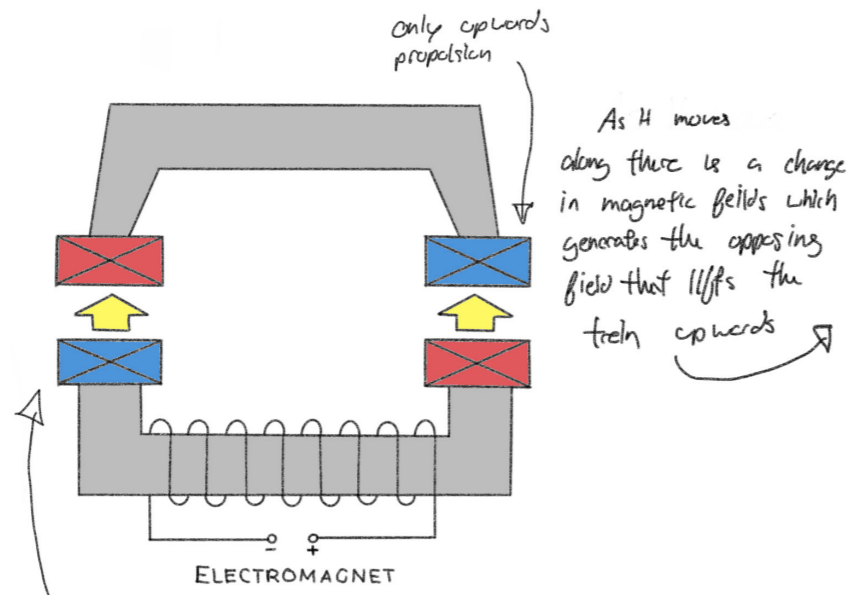
Will be a sponge cut out to hold 2 eggs to protect it



The wheels will retract in with a servo



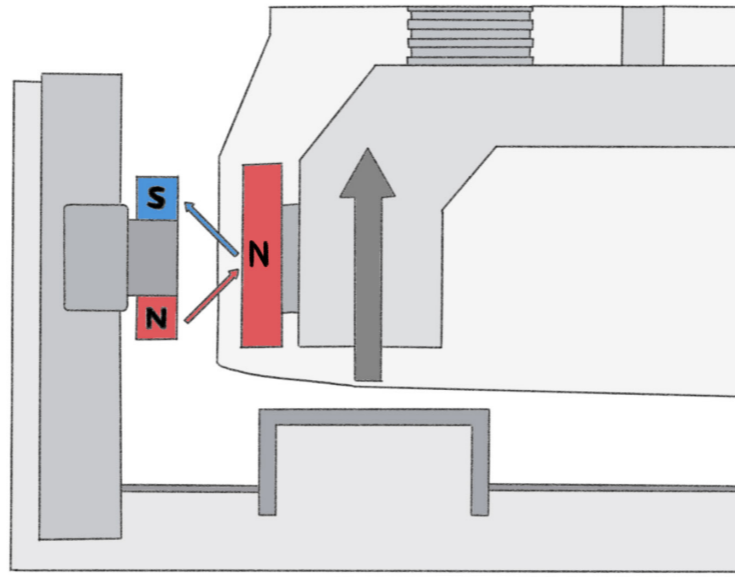




only upwards propulsion

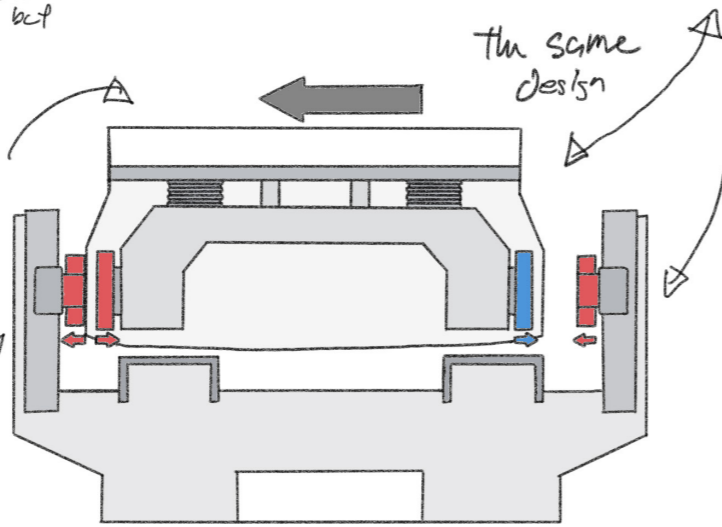
As H moves along there is a change in magnetic fields which generates the opposing field that lifts the train upwards

This would be on lay to allow the train to levitate so it could move faster but wouldn't be stable



Since the train will be moving at high speeds it will move side to side

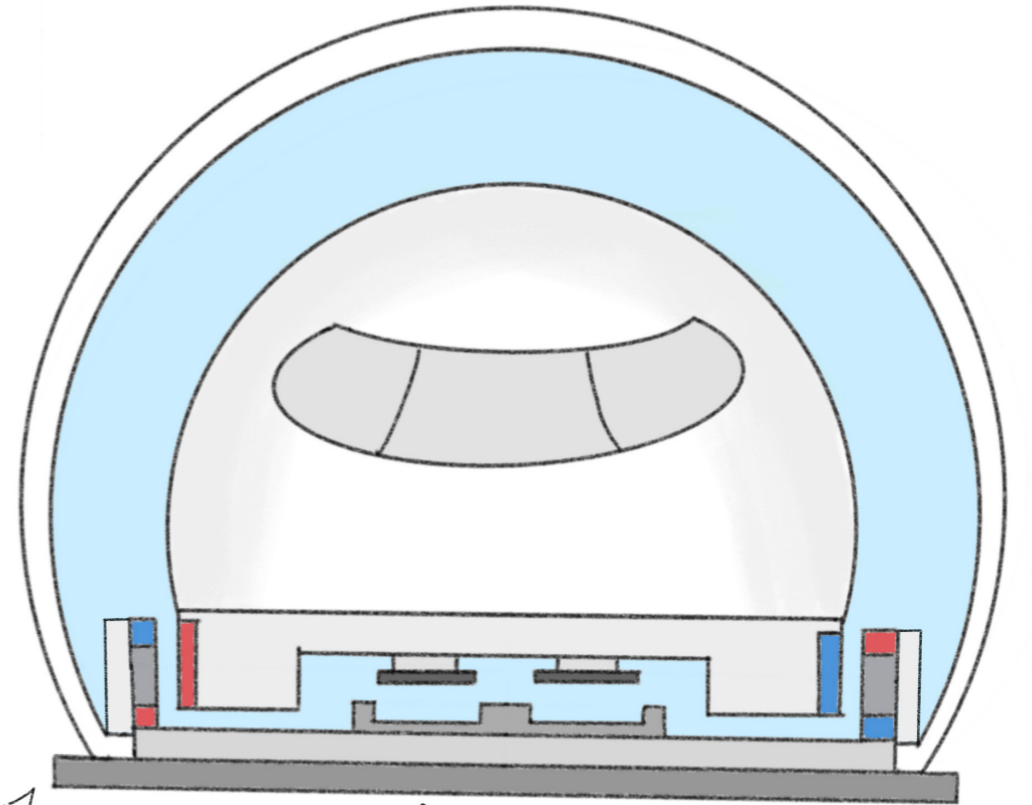
If H moves to the left the 2 north sides will propel each other to stabilise the train



the same design

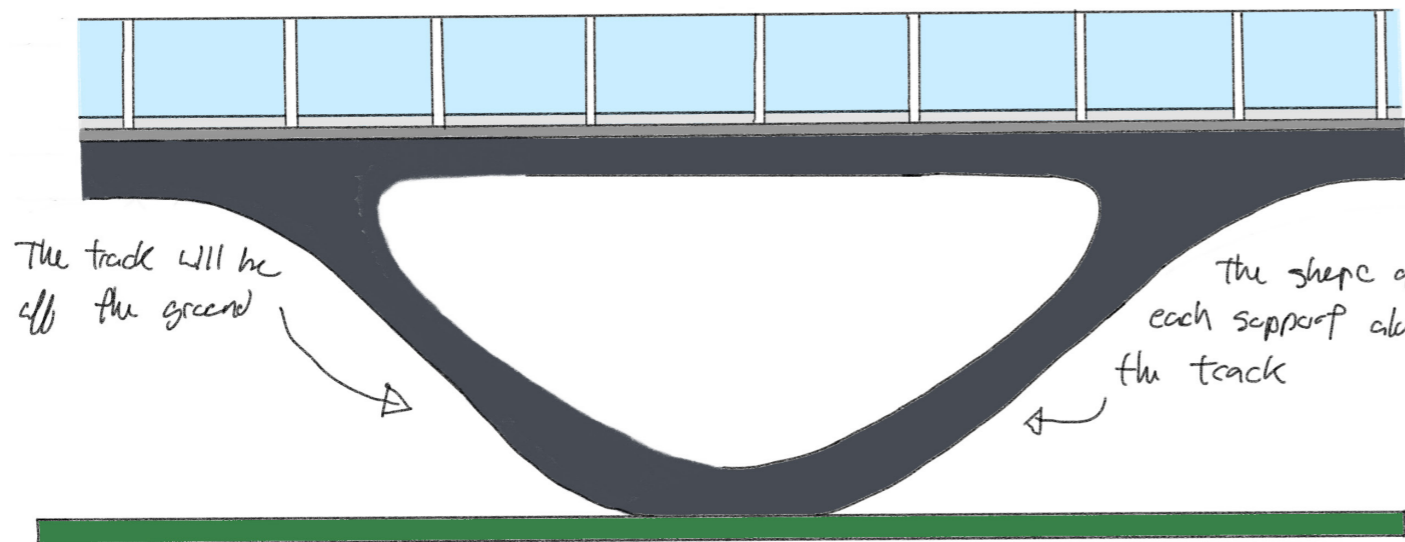
on this side the north and south sides will attract and pull H to the right to stabilise the train

This is a simple drawing of what would happen if the train moved to the right



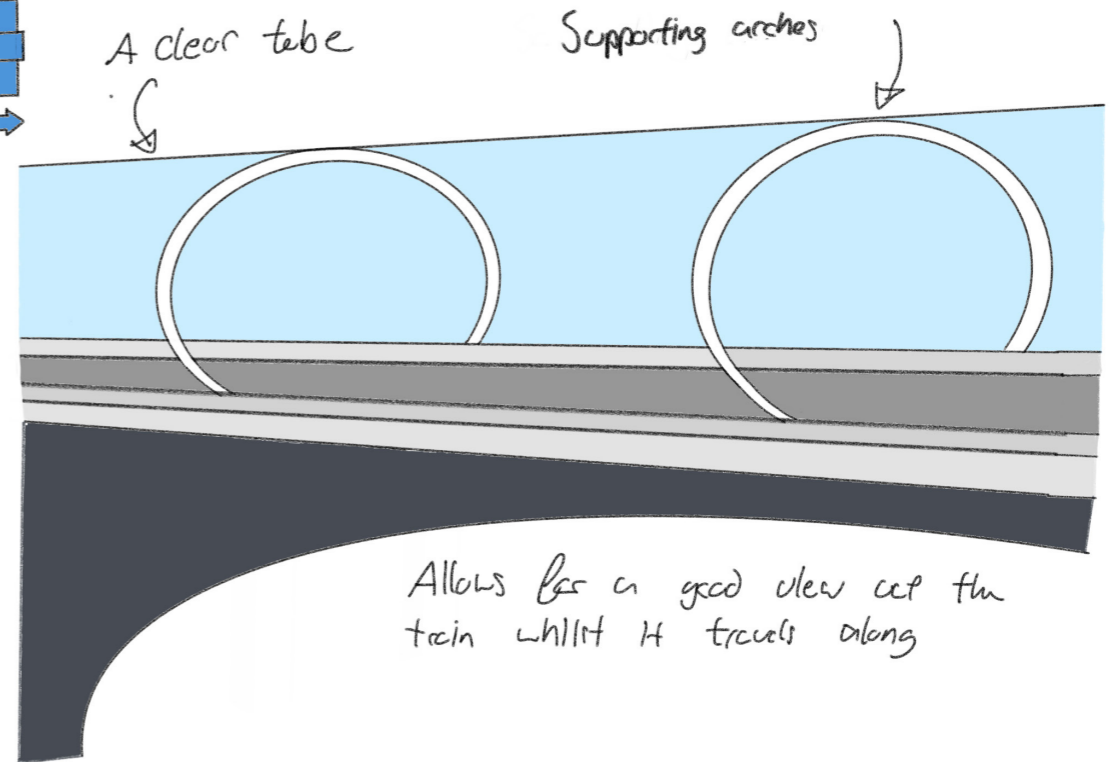
A basic concept drawing of what H could look like

Here is where 2 sets of brakes are at the bottom of the train



The track will be all the ground

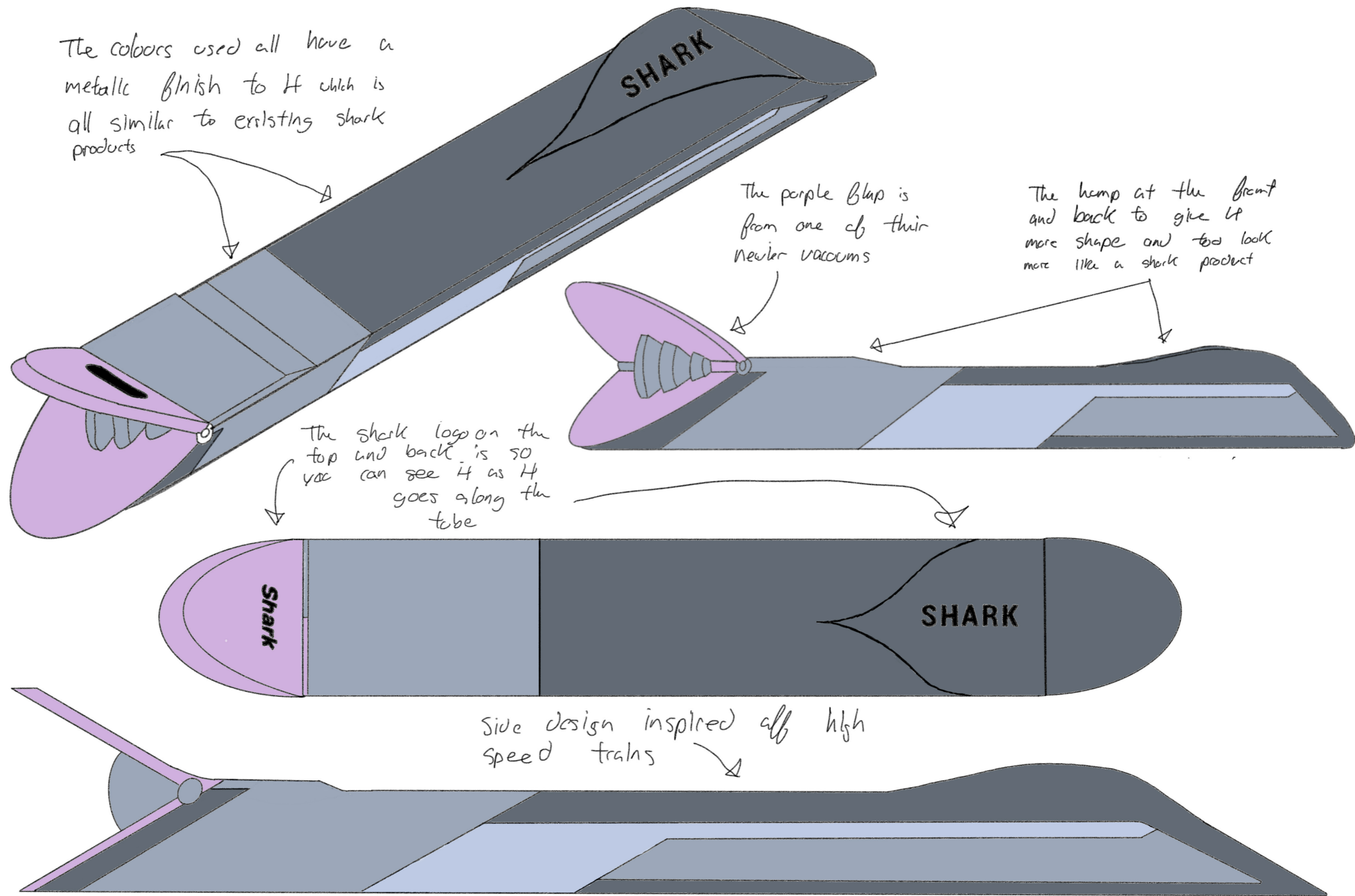
the shape of each support along the track

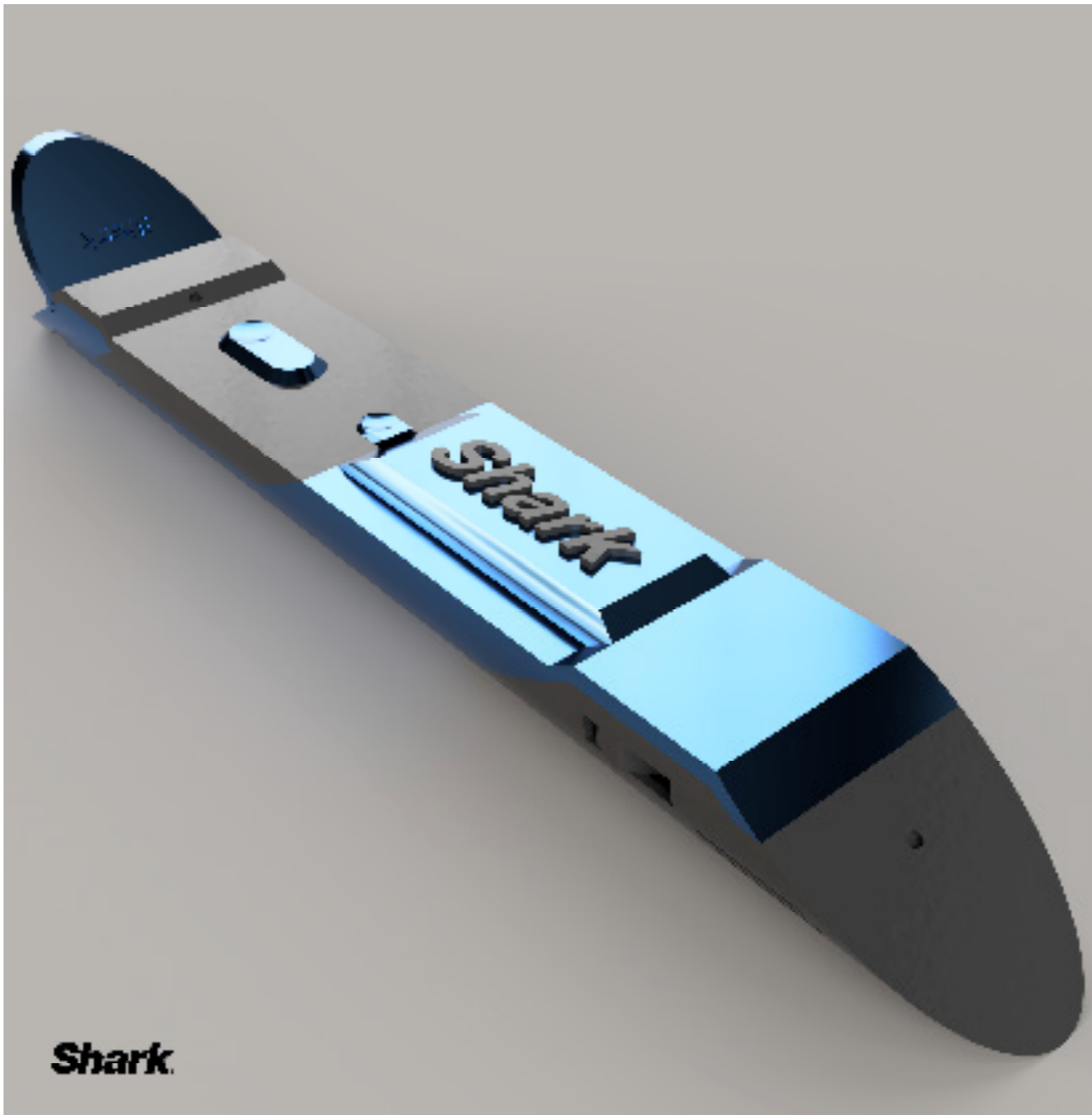


A clear tube

Supporting arches

Allows for a good view of the train whilst it travels along



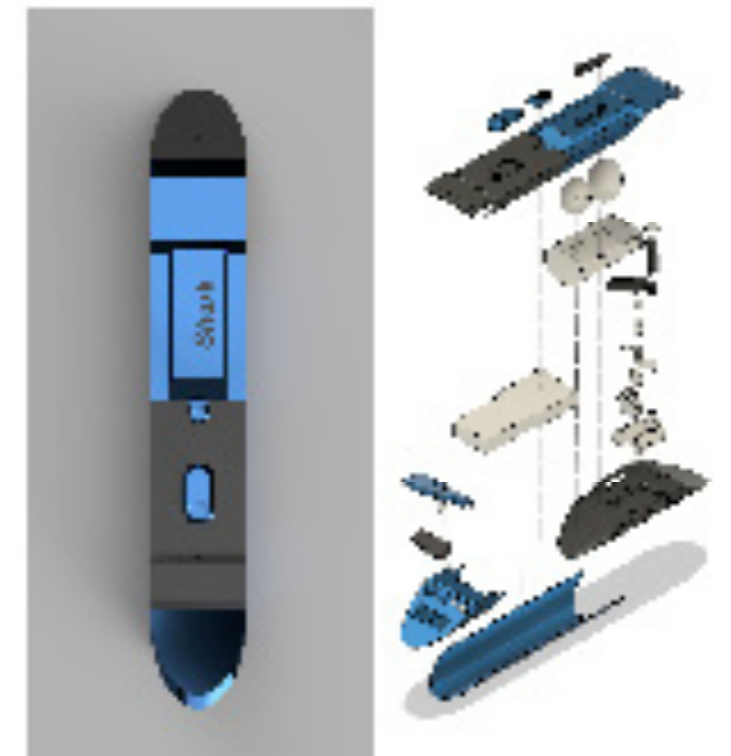


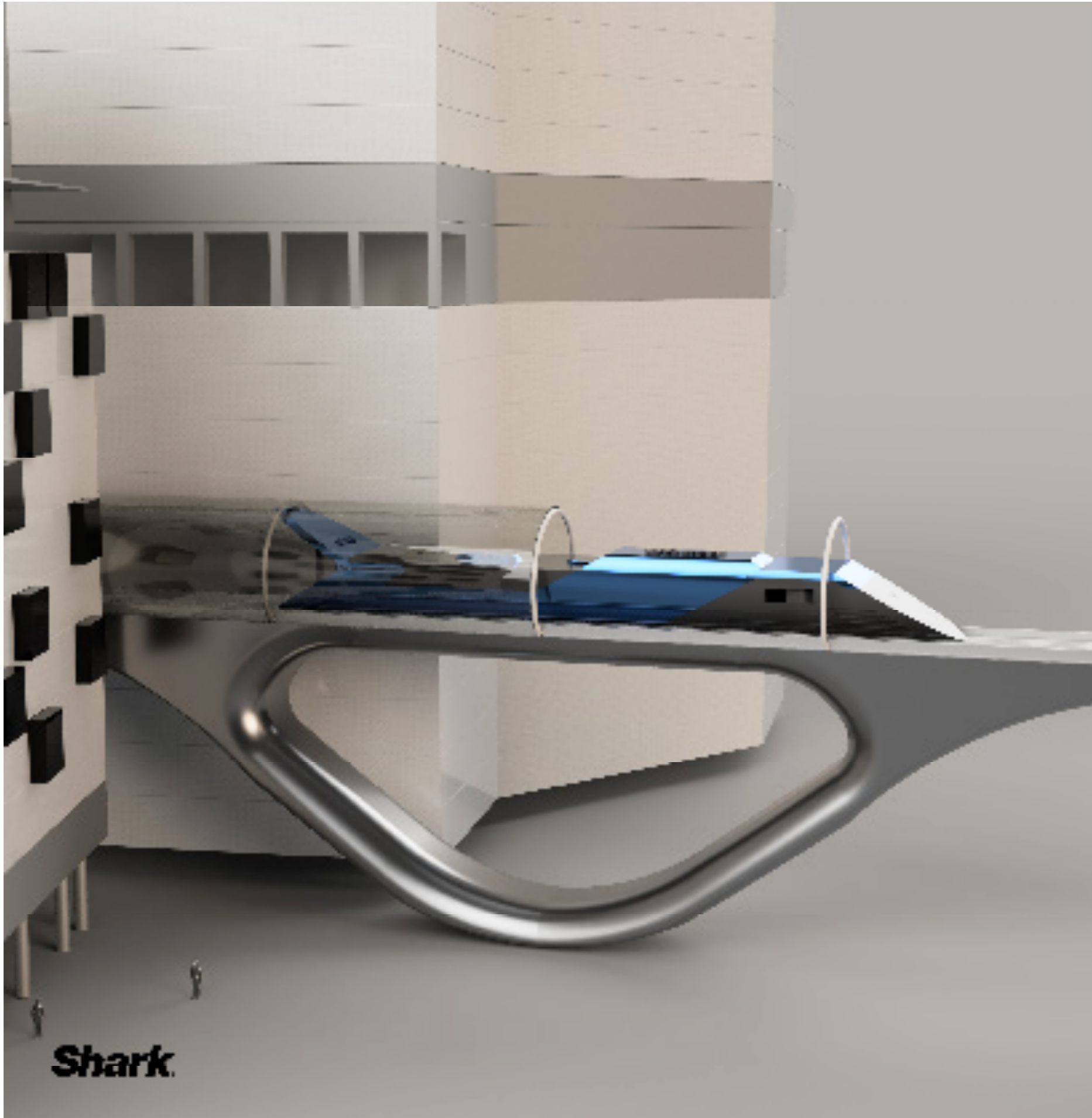
# Hyperloop Vehicle

Presenting the innovative concept of a streamlined hyperloop train, this model showcases a futuristic approach to high-speed ground transportation.

The sleek design, predominantly in a bold metallic blue with accents of dark grey, embodies the speed and efficiency that are hallmarks of the hyperloop system. The colors and textures that have been used on our model has been inspired by Shark's sleek and smooth design language. Notably, the model features a unique aerodynamic flap at the rear, engineered to elevate for better airflow.

Conversely, the flap descends to decelerate the train, in conjunction with braking systems that engage to ensure a smooth halt. The design is both aesthetically pleasing and functionally progressive.





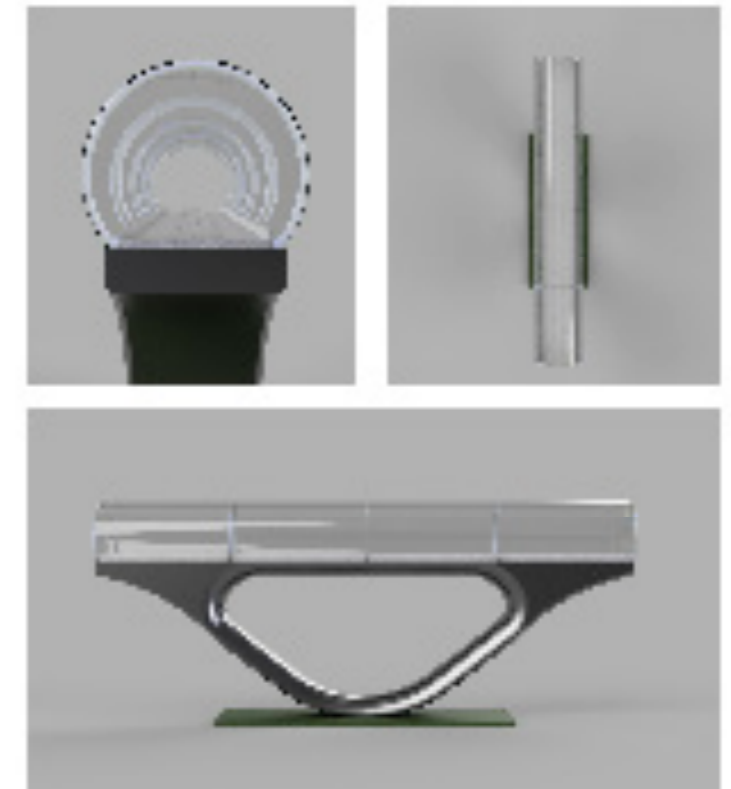
# Hyperloop Track

The Hyperloop aims to revolutionize travel by transporting passengers at ultra speeds on the ground.

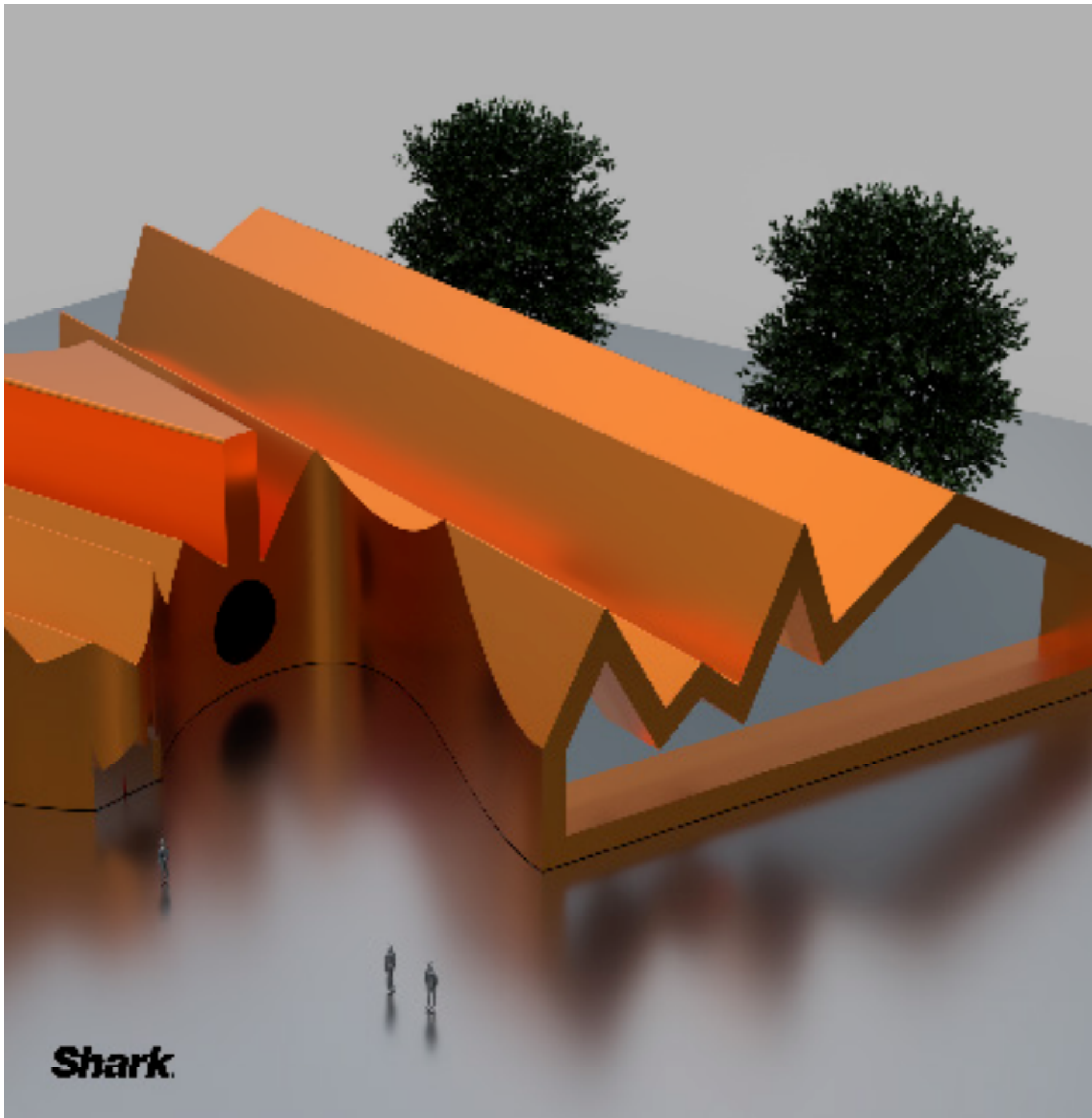
In this model, we have a sleek, tube-like structure where passengers travel, levitating through magnetic technology to reduce friction. The transparency of the tube suggests a futuristic design where passengers will view their surroundings as they speed along.

The track is supported by a series of wires, spaced out at regular intervals, indicating a design that balances strength with minimal contact with the ground. This is an attempt to reduce the system's footprint and integrate it seamlessly into the environment while also allowing the track to be above ground level to minimize disruption to the environment surrounding it.

Overall, this model represents a vision of high-speed, efficient, and sustainable travel, designed to meet the transportation challenges of the 21st century.



Shark



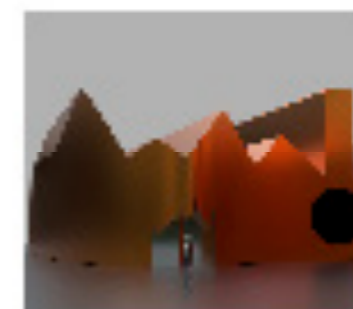
## Hyperloop Station

Our Hyperloop station is a state-of-the-art transportation hub designed to provide comfort and ease of travel.

Inspired by the iconic Chicago Transportation Museum, we chose this design to give Chicago's most beautiful architecture a more central presence in the city. The station's color draws inspiration from Chicago's orange subway stations, embedding a collaboration of the city's iconic colors to make this Hyperloop station truly resonate with the city's residents.

The interior of the station features two levels: the ground level for entry, shops, restrooms, food outlets, and a relaxation zone, acknowledging that travel can be stressful. The first floor, accessible via escalators, houses the Hyperloop platform, ensuring ease of travel.

Overall, this Hyperloop station will be a significant addition to Chicago's city center, serving as a hub for travel, meetings, and comfort, and further cementing Chicago's status as a city of great architecture.



Shark.